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THE

# Profession of Bookselling

*A HANDBOOK OF PRACTICAL HINTS FOR THE APPRENTICE AND BOOKSELLER.*

By A. GROWOLL

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NEW YORK
THE OFFICE OF THE PUBLISHERS' WEEKLY
1893

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1893
BY A. GROWOLL

*To CHARLES E. BUTLER.*

*DEAR BUTLER: In presenting the first portion of this work to our fellow-members of the book trade, it affords me great pleasure to be able to give you public recognition for the share you have had in carrying forward the undertaking and in giving it much of the value it may possess. Indeed, had it not been for your active and disinterested co-operation and encouraging words, the press of other duties might have decided me to abandon the task almost at its inception.*

*As it is, the book trade is indebted to you for many valuable and practical hints that it was possible only for a master bookseller, and one thoroughly in love with his profession, to impart. If this book even in the smallest measure stimulates and helps to educate others to attain to this exalted rank, I feel confident that the consciousness of having lent your aid towards that end will be compensation enough for you, as it is for*

*Your friend,*

*A. GROWOLL.*

*NEW YORK, January* 1, 1893.

# INTRODUCTORY.

THE following is an attempt to put into accessible form direction and information of a practical kind that may be of service to the young recruit in the ranks of the book trade, as well as suggestive to those who may already have worked their way along without assistance of any kind. The chapters are restricted as far as possible to the practical side of the question, and based upon the experience of men whose good fortune it has been to serve their apprenticeship under the direction of masters of the profession. The matter presented, therefore, does not represent the notions of an individual, or of a theoretician, but is an epitome of the opinions of several who are now actively engaged in the profession.

Much that is offered may perhaps strike veterans as trite, commonplace, or as something with which every one must be acquainted. This could not very well be avoided in an attempt to help beginners or the inexperienced to a proper understanding or appreciation of a profession in which, unfortunately for us, the opportunities for proper apprenticeship have become lamentably rare.

Booksellers have become much too conservative; they have become much too reticent in the matter of communicating to their fellows their experiences in their practical every-day life; by persisting in which, I am inclined to think, they have lost much. They might well take a lesson from their co-workers, the librarians, who, in the first place, by associating themselves together and holding annual meetings to exchange notes and opinions, have given and received a stimulus that has carried their profession to the very front rank; and who, in the second place, by availing themselves of their organ, the *Library Journal*, to convey to one another their opinions, and the result of their practice and experience in the various branches of their work, are performing a service for their profession that is of the greatest possible value. Who will say that this is not within the range of our profession?

There is no business in existence more difficult or trying than the book business. By this term, of course, is meant the business in all its branches. For the present we shall confine our observations to bookselling and not book-producing, as the two are so radically different that they call for almost entirely different qualifications.

The retail bookseller should, and undoubtedly does, hold the leading position, as his requirements are many and of a higher order than are called for in the wholesale trade. Retail bookselling is beyond all doubt and in every sense of the term a profession. It is a calling that requires a scholarly education and long training.. Some exception may be taken to this statement, but only by those who have given the matter little or no consideration. They would undoubtedly classify it with the ordinary mercantile business, asserting, with some show of correctness, that the book business is the handling of merchandise pure and simple, like hardware, household utensils and the like. A simple investigation, with only a slight knowledge of what is required of the retail book salesman would, however, the writer thinks, rapidly dissipate any such ideas.

The facts are, the retail bookseller—one who can justly lay claim to that title—is a man who must of necessity have a knowledge of the books he sells beyond their mere

value as a mercantile commodity. The flat-iron, or the bedstead, or scrap-basket speak for themselves, and need no explanation from the salesman as to their purposes, these being apparent to the purchaser. But this is not so with a book. In many cases the purchaser is not clearly impressed with its purport, as the title is apt to be misleading, and does not fully distinguish its character. The purchaser naturally relies on the bookseller for information as to the character of the book he wishes to buy, of what it treats, how it ranks as an authority, and why it holds the leading position as against other works of a similar character. It may be possible that after all it does not answer the purpose of the purchaser as fully as desired; likely as not, it does not touch as completely as needed on the portion of the subject under examination. The bookseller is called upon to supply the deficiency, and all he has to rely upon in this emergency is his knowledge of the book and its contents, the rank of its author, and the position he holds or that has been allotted to him by the critics. No one who has not been through this experience can for a moment imagine the amount of versatility that the retail bookman is called upon to possess. Take into consideration the vast range of literature, and the thousand-and-one subjects it covers; then consider the ever-increasing army of readers and students who expect the retail bookseller to be ready to supply them with information upon any one of these subjects, and I think no one will deny that if there are professions, retail bookselling certainly must be one. Take, for example, a few questions—such as are daily put to the bookseller: "What have you of the Elizabethan dramatists; and which are considered the best, omitting Shakespeare?" "What have you on the Cromwellian Settlement of Ireland?" "The best history of the French Revolution?" "I want the best history of England from the earliest times to the present; not a concise history, but one giving the most details." "I want a history of Ireland from the English point of view." "I want a history of the United States, particularly of the period of Jefferson's administration." "Is there anything that will give me information about the discussion that took place that led up to the formation of the Constitution of the United States?" "I have such and such a work on the geology of the State of South Carolina; but I want something more descriptive, especially of the southern portion." Or, works are wanted bearing on Co-operation; Evolution, from the scientific and religious point of view; Political Economy in various creeds; the Tariff, Free Trade, Protection, etc., etc.; the history of Patagonia, or the Australian aborigines; a full account of the Malay Archipelago; the Life of Alexander the Great; the Tractarian movement of Oxford; the insurrection in Poland; an account of Ivan the Terrible; the best book on the Pentateuch; a cook-book that gives *menus* for every day of the year, or one that gives full directions for dressing the table; to say nothing of books that teach the art of etiquette, letter-writing, card etiquette, problems in chess, poker and whist, the latest novel, the best work of certain authors, or works that will be suitable for and delight an old lady or gentleman of 70, who have read everything, or a young miss of 18, or a young man just leaving college, down to the tot just out of the cradle. Now analyze these few questions, and see what a field they cover; and these are but a few of the questions daily put to the retail bookseller.

How is the knowledge gained which gives this amount of information demanded and expected by the public? Only by long and conscientious training, much reading and study, and constant application; for it is to be borne in mind that the condition of affairs is ever changing by the issue of new publications, and what is the standard work to-day is supplanted by the newcomer to-morrow. An average of 3000 new books is issued in the course of the year, of which the retail bookseller must have some knowledge beyond their value as mercantile commodities. He must have some idea of their literary value, for it rarely happens that he is not asked for his opinion regarding them—in short, the public relies upon him largely in this respect.

The retail bookseller is an educator and a blessing to any community in which he may be placed. In smaller localities this is especially so, for in all matters pertaining to the intellectual development of his neighbors he wields an influence not to be underrated. How many a mind has he started on its career, that has finally achieved the highest honors; and to how many has he shown a light in the shape of some great work of the past that has suddenly illumined the soul of his auditor, and filled him with the desire of emula-

tion! These points, I fancy, are rarely thought of. Yet I state most emphatically that a leaven of good is worked into the mass of humanity by the retail bookseller, for which he gets little or no credit. The writer calls to mind many cases, and ventures the assertion that there is no retail bookseller who is a professional one—by this he means to distinguish him from those who sell books as merchandise by size and quantity, together with produce and novelties—who has not had the experience in the daily and weekly contact with his customers, of leading them away from pernicious and frivolous literature to books of a more solid and enduring character. The young men or women beginning to gather about them a few books consult the bookseller, and rely upon him for guidance in selection. Take the old reader. How often is the course of his reading changed to his advantage by the suggestion of his bookseller! He aids in the formation of the library, public and private. It may almost be said he even takes the illiterate, and makes of them intelligent and aspiring citizens. The facts are indisputable, and show most clearly that the retail bookseller is entitled to rank among the highest workers for the good of mankind. The mercantile element of his business is as necessary for his existence as salary is to the professor, the teacher, the doctor or clergyman. His knowledge of the contents of the books he sells, their aims and purport, is likewise as essential as the knowledge of his subject for the teacher, or for the doctor the knowledge of the nature of the drugs which he prescribes.

Little more remains to be said in introducing this book to the reader. The writer hopes to be able to complete it in one more part, and to follow that with a handbook for stationers, and a handbook for the bookmaker. He is under obligations to Mr. C. N. Caspar, of Milwaukee, for his active co-operation in the preparation of the valuable chapter on the arrangement and care of stock, etc.; to Messrs. C. E. Butler, of Brentano's; H. M. Starke, of Richmond, Va.; Brown, of Peter Paul & Bro., of Buffalo, and others, for advice and hints in preparing the material; to Messrs. K. A. Linderfelt, C: A. Cutter and W. E. Foster for their assistance in revising the proofs of the chapter on trade catalogues, etc.; and to Mr. W. A. Aiken, of the Norwich (Conn.) Nickel and Brass Works, for permission to use a portion of his manual on window-dressing.

A. GROWOLL.

EDITORIAL ROOMS OF THE PUBLISHERS' WEEKLY,
NEW YORK, January 1, 1893.

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# THE PROFESSION OF BOOKSELLING.

## ENTERING THE PROFESSION.

"The greatest public benefactor is the man distributing good books."—*Gladstone.*

Our advice to such as contemplate joining the ranks of the book trade is to hesitate and to consider well the step before taking it. There are few callings that require more special qualifications than this. Whoever would fit himself for the book trade must have patience, endurance, a love for literature, a capacity for hard work, an eagerness to learn; in one word, must be in love with his profession in every particular. He must come prepared by a good general and some business education. He must, above all, have the capacity to master infinite details—details that would discourage, if not disgust, ninety out of a hundred business men in other callings. He must have unlimited ambition, and yet remain satisfied in rarely seeing it gratified. He must live ever hopeful of the future, notwithstanding his dissatisfaction with the present. He must never fail in his effort at well-doing and his energetic pushing and striving, though he see his substance drawn from him by unscrupulous and short-sighted competition. A living can be made, and very often a good one; but it requires an amount of application, persistence and bull-dog perseverance that in any other occupation would very likely lead to fame and fortune.

The young man equipped with the above qualifications, and resolved to fight manfully for his cause against all odds, may reasonably hope for success. But before taking the step, again we say, let him consider it well—for "there's the rub." So many rush in blindly; and when they awake to the situation and see what is before them, they become disheartened, and, after having lost much valuable time, seek other occupation.

## PREPARATORY TRAINING.

It is of the utmost importance that the bookseller should be well grounded in literature; by that we mean he should be acquainted, as intimately as possible, first with English literature from the earliest period to the present; then with American literature, especially the period of the last fifty years; and lastly with the literature of France, Germany, Spain, Russia, etc. A knowledge of classical literature is also necessary; not that a bookseller need be able to read Greek or Latin (a knowledge of the Greek alphabet and of the rudiments of Latin would, however, help him wonderfully at times), but that he may know who the prominent authors were and to what period and country they belonged. We place English literature first, because as the bulk of our stock is derived from English sources more attention must, for the present at least, be given to that branch, notwithstanding the fact that American literature has recently developed to goodly proportions. The knowledge to be gained is not the knowledge necessary for the critic, but rather that which comes with general information. It need not therefore be acquired by careful critical study and comparison of the individual works of the author, but may be reached by study of the

works of those who have digested the subject, and whose judgment has been recognized as authoritative.

The bookseller must have a literary knowledge and a technical knowledge. That is, he must know something of the author and what he has written, as well as who publishes the book, in what editions, and at what prices. The technical points we will treat later on. To gain the literary information the study of the following works will be found useful:

*English Literature.*

ADAMS, Oscar Fay. Brief handbook of English authors. *2d ed. rev. and enl.* Bost., Houghton, Mifflin & Co., 1885. 16°, cl., 75 c.
Gives authors' names, dates of birth, in some cases also date of death; titles of their principal books; in some cases characteristics of their styles; and the names of their publishers. A valuable work of reference.

EARLE, J: Anglo-Saxon literature. N. Y., E. & J. B. Young & Co.. 1884. 16°, cl., 75 c.
From the heathen period to the Norman conquest and later.

HARLOW, W. B. Introduction to early English literature, from the lay of Beowulf to Edmund Spenser. Syracuse, N. Y., C. W. Bardeen, 1884. 16°, cl., 75 c.
Prose and poetical selections, with explanatory and biographical introductions.

HUNT, Theodore W. Representative English prose and prose-writers. N. Y., A. C. Armstrong & Son, 1887. 8°, cl., $1.50.
A contribution to the study of English prose in its representative historical periods, in its representative literary forms, and in some of its representative authors. Covers the period from Bede to Carlyle.

LAWRENCE, Eugene. English literature primers: Romance period; Classical period; Modern period. N. Y., Harper & Bros., 1878–1880. 3 v. 32°, (Harper's half-hour ser.) pap., *ea.*, 25 c.
An outline of English history from earliest times to the Victorian era.

MASSON, David. British novelists and their styles. N. Y., Sheldon & Co., 1859. 12°, cl., $1.25.
Describes the work of the British novelists from Swift to the author of "Tom Brown."

MORLEY, H: English writers: an attempt towards a history of English literature. N. Y., The Cassell Pub. Co., 1887. Probably 20 vols. 16°, (six vols. thus far published) *ea.*, $1.50.
One of the most ambitious works thus far published. Planned on the basis of the author's earlier works on English writers (1864, 1867.) It begins with the origin of English literature and expects to include the period in which the work will be brought to conclusion.

MORLEY, H: Of English literature in the reign of Victoria, with a glance at the past. N. Y., G. P. Putnam's Sons, 1882. 16°, pap., $2.
From the beginning of the reign of Elizabeth to 1878.

OLIPHANT, *Mrs.* Margaret O. [Wilson.] Literary history of England in the end of the 18th and beginning of the 19th century. N. Y., Macmillan & Co., 1882. 3 v. 8°, cl., $3.
Includes a chapter on literature in Ireland. Covers English writers who lived between the years 1790 and 1825 and their works. Every chapter is followed by a bibliography.

SHAW, T: B. New history of English literature, with a history of English literature in America, by Truman J. Backus. N. Y., Sheldon & Co., 1884. 12°, cl., $1.25.
An excellent brief text-book, covering the subject from 55 B.C. to 1880.

STEDMAN, E. C. Victorian poets. *Rev. and enl. ed.* Bost., Houghton, Mifflin & Co., 1887. 8°, cl., $2.25.
Carries the history of English poetical literature of the period covered down to date of publication. New analytical index.

TAINE, H. A. History of English literature; tr. by H. Van Laun. N. Y., H: Holt & Co. 2 v. 8°, cl., $5.

— *Same.* 1 v. Boston, T. Y. Crowell & Co. 12mo. cl., $1.50.
Covers English literature to the Victorian era. In its powerful, though arbitrary unity of composition, sustained æsthetic temper, brilliancy, variety and symmetry a monumental work.

TUCKERMAN, Bayard. History of English prose fiction from Sir Thomas Malory to George Eliot. N. Y., G. P. Putnam's Sons, 1882. 8°, cl., $1.75.
Traces gradual progress of English prose fiction from the early romance to the novel of the present day in connection with the social characteristics of the epochs to which the respective works belong. Chapters on Chaucer, the age of Elizabeth, the Puritans, the restoration, the 18th century and the novel of the 19th century.

*English and American Literature.*

CHAMBERS, Robert. Cyclopædia of English literature. 3d ed., rev. by Robert Carruthers. Phila., J. B. Lippincott & Co., 2 v. il. 8°, cl., $9; also an ed. in 8 vols., 24°, without illustrations, pub. by Am. Book Ex., N. Y., cl., $2.25.
A critical and biographical history of British and American authors, with specimens of their writings. Covers the period from the earliest period to 1876. Chronologically arranged.

HODGKINS, Louise M. Guide to the study of 19th century authors. Bost., D. C. Heath & Co. 16°, cl., $1.50.
English and American authors from Scott to Lowell (1771–1850). Treats subjects as follows: Sir Walter Scott, 1771–1832; biographical works on him; significant facts in his life; group of contemporary English novelists; ten selected novels; group of his friends; selected works of reference on Scott. Excellent training for a young bookseller.

SHEPARD, W: Pen pictures of earlier Victorian authors. N. Y., G. P. Putnam's Sons, 1884. 16°, cl., $1.25.
Sketches, anecdotes and personal reminiscences of Bulwer, Disraeli, Macaulay, Charlotte Brontë, Washington Irving, Poe, Harriet Martineau and others.

SHEPARD, W: Pen pictures of modern authors. N. Y., G. P. Putnam's Sons, 1884. 16° cl., $1.25.
Sketches of and pleasant gossip about Carlyle, George Eliot, Ruskin, Cardinal Newman, Tennyson, Whittier, Longfellow, Holmes, Lowell, Walt Whitman, Swinburne, Hawthorne, Thackeray, Dickens, Wm. Black, Ouida and others.

SMITH, G. J. A synopsis of English and American literature. Bost., Ginn & Co., 1890. 8°, cl., $1.20.
Condenses within narrow limits a great deal of information. The outlines are arranged chronologically. The author's name, date of birth and death, the class of writers to which he belongs, his best-known works, his contemporaries at home and abroad, and leading events in the general history of his time are given.

*American Literature.*

ADAMS, Oscar Fay. Brief handbook of American authors. *2d ed. rev. and enl.* Bost., Houghton, Mifflin & Co., 1885. 16°, cl., 75 c.
See note to this author's handbook of English authors (under English Literature), which it resembles in plan.

LAWRENCE, Eugene. A primer of American literature. N. Y., Harper & Bros., 1880. 32°, (Harper's half-hour ser.) pap., 25 c.
From the Puritans to John Lothrop Motley.

RICHARDSON, C: F. American literature, 1607–1885. N. Y., G. P. Putnam's Sons, 1887–88. 2 v. 8°, cl., $6.
Mr. Richardson demonstrates what American writers have thus far done worthy to be mentioned beside the works of the great writers of the old world; which of our books are world's books, and why; how and why American writers have succeeded or failed.

STEDMAN, E. C. Poets of America. Bost., Houghton, Mifflin & Co., 1885. 8°, cl., $2.25.
Traces the rise and progress of the various schools of American poetry, and critically analyzes the chief characteristics of their leading poets. Index.

TYLER, Moses Coit. History of American literature, 1607–1765. *Popular ed.* N. Y., G: P. Putnam's Sons, 1881. 8°, hf. leath., $3.
A philosophical and critical history, including representative excerpts from significant writings, following the literary development of the American mind from the earliest English settlements to 1765. The work was planned to cover four volumes, but is complete to date covered. Index.

*German Literature.*

CONANT, Helen S. A primer of German literature. N. Y., Harper & Bros., 1878. 32°, (Harper's half-hour ser.), pap., 25 c.
An outline of the growth of German literature from ancient times to the writers born at the beginning of this century.

HOSMER, Ja. K. Short history of German literature. St. Louis, G. I. Jones & Co., 1879. 8°, cl., $2.
The author confines himself to belles-lettres, polite literature.

SCHERER, W. History of German literature; from the 3d German ed. by Mrs. F. C. Conybeare, ed. by F. Max Müller. N. Y., C: Scribner's Sons, 1878. 2 v. 8°, cl., $3.50.
A survey of German literature from the earliest times to the death of Goethe. The most important work on the subject in English.

*French Literature.*

SAINTSBURY, G: A short history of French literature. N. Y., Macmillan & Co., 1882. 12°, cl., $2.25.
A succinct history of the course of French literature (from the *origins* to the moderns), compiled from an examination of that literature itself, and not merely from previous accounts of it. Owing to the author's prejudices his criticism of modern authors has been questioned, but the work in many ways is a masterpiece.

SAINTSBURY, G: A primer of French literature. N. Y., Harper & Bros., 1881. 32°, (Harper's half-hour ser.), pap., 25 c.
Covers the period from 1200 A.D. to 1850.

*Spanish and Italian Literature.*

BERARD, A. B. Manual of Spanish art and literature. Phil., Cowperthwait & Co., 1870. 16°, 94 c.

CONANT, Helen S. A primer of Spanish literature. N. Y., Harper & Bros., 1879. 32°, (Harper's half-hour ser.) pap., 25 c.

TICKNOR, G: History of Spanish literature Bost., Houghton, Mifflin & Co., 1872. 3 v. 8°, $5.

SYMONDS's "Renaissance in Italy: Italian Literature" (Holt) contains a chapter on "History and Philosophy," and another on "Retrospect of the Renaissance Literature." "They are," says the *Nation*, "the best in the whole work, the first especially, showing that the author has made good use of the exhaustive study of Machiavelli, by Prof. Villari, the 'History of Italian Literature,' by De Sanctis, and the Italian authors mentioned in the preface."

*Scandinavian and Russian Literature.*

BAZAN, Emilia Pardo. Russia, its people and literature; from the Spanish by Fanny H. Gardiner. Chic., A. C. McClurg & Co., 1890. 16°, cl., $1.25.
Covers evolution of Russia; Russian nihilism and its literature; rise of the Russian novel; and modern Russian realism, with special criticisms of Turgenief, Goutcharof, Dostoyevski and Tolstoï.

BRANDES, G: Impressions of Russia; from the Danish by S: C. Eastman. N. Y., T. Y. Crowell & Co., 1889. 16°, cl., $1.25.
Second part deals with Russian literature and gives valuable information, especially about the famous and less known authors of the present century.

HORN, F: Winkel. History of the literature of the Scandinavian North, from the most ancient times to the present; tr. by R. B. Anderson, with bibliography of important books in English language relating to Scandinavian countries by Thorvald Solberg. Chic., S. C. Griggs & Co., 1884. 8°, cl, $3.50.
The subject is divided into three parts: "The old Norse and Icelandic literature," "Denmark and Norway," and "Sweden." Together, they present a complete résumé of the literature of Scandinavian countries from the mythical age to the present.

VOGÜÉ, E. M. de. The Russian novelists; tr. by Jane L. Edmands. Bost., D. Lothrop Co., 1887. 12°, cl., $1.25.
A series of studies upon Gogol, Turgenief, Dostoyevski and Tolstoï, showing the men, as well as their work, as illustrating the Russian national character and the moral evolution of Russia.

*Classical (Greek and Latin) Literature.*

GREY, H: The classics for the million: an epitome in English of the works of the principal Greek and Latin authors. *2d ed. rev. and enl.* N. Y., E. P. Dutton & Co., 1881. 12°, cl., $1.25.
The works of sixteen Greek and a similar number of Latin authors are summarized to give a very clear outline of their thoughts The epitomes are correct, and useful for reference. Young readers especially will find the book entertaining.

JEVONS, F. B. History of Greek literature from the earliest period to the death of Demosthenes. N. Y., Charles Scribner's Sons, 1886. 8°, cl., $2.50.
The author's great merit lies in his excellent exposition of the political and social causes concerned in the development of the literature of Greece. An admirable textbook.

LAWRENCE, Eugene. A primer of Greek literature. N. Y., Harper & Bros., 1879. 32°, (Harper's half-hour ser.) pap., 25 c.

LAWRENCE, Eugene. A primer of Latin literature. N. Y., Harper & Bros., 1878. 32°, (Harper's half-hour ser.) pap., 25 c.

LAWRENCE, Eugene. A primer of mediæval literature. N. Y., Harper & Bros., 1878. 32°, (Harper's half-hour ser.) pap., 25 c.
A sketch of the condition of literature from Tacitus to Dante—700 A.D. to 1300.

MORRIS, C: Manual of classical literature. Chic., S. C. Griggs & Co., 1880. 8°, cl., $1.75.
Biographical and critical notices of the principal Greek and Roman authors (from Homer to Boethius), with illustrative extracts from their works; also, a brief survey of the rise and progress of the various forms of literature, with descriptions of the minor authors.

SIMCOX, G: A. History of Latin literature from Ennius to Boëthius. N. Y., Harper & Bros., 1883. 2 v. 12°, cl., $4.
From 240 B.C. to A.D. 569. A series of interesting biographical sketches and carefully considered critical estimates of the work of the authors referred to. Thoroughly and satisfactorily done.

WHITE, C. A. Classic literature, principally Sanskrit, Greek and Roman, with some account of the Persian, Chinese and Japanese, in the form of sketches of the authors and translations of their works. N. Y., H: Holt & Co., 1877. 12°, cl., $1.60.

*Oriental Literature.*

REED, Elizabeth A. Hindu literature; or, The ancient books of India. Chic., S. C. Griggs & Co., 1891. 8°, cl., $2.

A chronology of the ancient books of India, with their commentaries and the works connected with their history and philology, showing where they belong in the world's history and presenting a résumé of their teachings, and specimens of their literary style. Full index.

See also Botta's "Universal Literature," under miscellaneous.

*Miscellaneous.*

ADAMS, C: Kendall. Manual of historical literature. *Rev. ed.* N. Y., Harper & Bros. 12°, cl., $2.50.

Brief descriptions of the most important histories in English, French and German, with practical suggestions as to methods and courses of historical study. Of especial value to booksellers.

BARROWS, C: M. Acts and anecdotes of authors. Bost., New England Pub. Co., 1887. 12°, cl., $1.50.

Facts about prominent American books, authors and publishers; English books and authors; popular translations, dramas, operas, etc. Arranged alphabetically. Somewhat ill-balanced, but nevertheless useful for reference.

BOTTA, Anne C. L. Handbook of universal literature. *New ed.* Bost., Houghton, Mifflin & Co., 1885. 12°, cl., $2.

An exceedingly useful book. It covers briefly Chinese, Japanese, Sanscrit, Babylonian and Assyrian, Phœnician, Syriac, Persian, Hebrew, Egyptian, Greek, Roman, Arabian, Italian, French, Spanish, Portuguese, Finnish, Slavic, Dutch, Scandinavian, German, English and American literature. Especially full in its biographical data. A good index.

Consult also the volumes in the series of American Men of Letters (Houghton, Mifflin & Co.); Famous Women (Roberts Bros.); Foreign Classics for English Readers (J. B. Lippincott Co.)

FOR SUPPLEMENTARY READING, the following will be found useful: *Bulwer's* "Caxtonia" (Harper); John Hill *Burton's* "The Book-Hunter," in various editions; *Carlyle's* essays, especially those on the German authors of the 18th century; Richard *de Bury's* "Philobiblion," of which Lockwood & Coombes published a good edition, translated and edited by Ernest C. Thomas; *De Quincey's* admirable essays on English literature—especially full as to the "Lake School;" *Disraeli's* "Curiosities of literature" (Armstrong); *Ellwanger's* charming chapters on books in his volume, "Story of my House" (Appleton); *Emerson* on books and literary ethics (Houghton, Mifflin & Co.); Frederick *Harrison's* interesting volume on "The Choice of Books" (Macmillan & Co.); F. H. *Hedge's* "Hours with German Classics" (Roberts Brothers); Karl *Hillebrandt's* "German Thought," from the Seven Years' War to the death of Goethe (Henry Holt & Co.); Mrs. A. *Jameson's* "Sketches of Art, Literature and Character" (Houghton, Mifflin & Co.); Sam *Johnson's* "Lives of the English poets," from Cowley to Gray—crusty, but full of valuable information; Andrew *Lang's* "Books and Bookmen" (Dodd, Mead & Co.); *Lowell's* charming and scholarly volume "Among my Books" (Houghton, Mifflin & Co.); Hamilton W. *Mabie's* critical essays, "My Study Fire" (Dodd, Mead & Co.); Max *Müller's* "Essays on Literature" (Charles Scribner's Sons); Walter *Pater's* scholarly volume, entitled "Appreciations, with an essay on style" (Macmillan & Co.); James *Payn's* "Some Literary Recollections" (Harper); *Poe's* critical essays on the literature of his day—very biassed, but nevertheless worth reading; *Porter's* "Books and Reading" (Charles Scribner's Sons); W. H. *Prescott's* "Biographical and Critical Miscellany" (J. B. Lippincott Co.); *Pycroft's* "Course of English Reading" (James Miller's edition); George *Ripley's* authoritative essays on "Literature and the Fine Arts," with an index to terms employed in belles-lettres, philosophy, mythology, etc. (A. S. Barnes & Co.); *Ruskin's* "Sesame and Lilies," a number of editions; A. P. *Russell's* "Library Notes," "In a Club Corner" and "A Club of One," all published in neat editions by Houghton, Mifflin & Co.; Frederick *Saunders'* "Stray Leaves of Literature" (Thomas Whittaker); Henry *Stevens'* Recollections of James Lenox and the formation of his library (London, Henry Stevens & Son); Robert Louis *Stevenson's* delightful "Familiar Studies of Men and Books" (Dodd, Mead & Co.); E. P. *Whipple's* "Literature and Life" (Houghton, Mifflin & Co.); G. *White's* "Sketch of the Philosophy of American Literature" (Ginn & Co.); *Wilson's* "Noctes Ambrosianæ," glances at the coterie of English literary men of the early part of this century (Armstrong); W. E. *Wink's* curious volume on "Lives of Illustrious Shoemakers," many of whom drifted into literature or the book business (Funk & Wagnalls); and Edmund *Yates'* gossipy "Fifty Years of London" (Harper & Bros.).

In the way of BOOKS OF REFERENCE we should recommend *Allibone's* "Dictionary of English Literature, and British and American Authors," of which a revised edition in three volumes has recently been issued by J. B. Lippincott Co.; *Brewer's* "Readers' Handbook of Allusions, References, Plots and Stories" (Lippincott); Wm. A. *Wheeler's* "Dictionary of Noted Names of Fiction" (Houghton, Mifflin & Co.); as well as the volumes of the *Book-Lover's Library* and of *The Bookworm* (Armstrong); the volumes of the *Bric-à-brac Series* (Charles Scribner's Sons); and the exhaustive articles on the literatures of the various countries in the "Encyclopædia Britannica," the ninth Edinburgh edition.

The list might have been extended, but it was thought desirable to quote only such books as could be recommended from personal acquaintance with their merits and usefulness. Any one book in any of the departments may perhaps be found sufficient, but, as will be discovered by the student as he grows in experience, though much matter may be duplicated, every author covers some ground not so fully treated by another, or possibly disregarded altogether. In making a study of literature too many authorities cannot be consulted.

The beginner thus equipped, with books under his care, can, by careful and diligent study, soon construct for himself a skeleton plan which in time and by experience he can fill out and use to advantage. In this study the young bookseller should train his mind to take certain periods, and fix them by grouping around a central figure the names of his contemporaries; as, for instance, the Elizabethan period, 1558–1603, with Shakespeare as the central figure, and around him Spenser, Bacon, Sidney, Raleigh, Johnson, Beaumont and Fletcher, Massinger, and others. By this means it will become easy to make mental reference to them when called upon for information, whereas, if the young bookseller were to endeavor to fasten in his mind the names of authors in succession, without reference to certain periods, he will end in failure and confusion.

Having acquired the literary part of his training, the beginner must next familiarize himself with the books themselves. This can be done in the store; but the enterprising and ambitious youth will find the public library — if such an one be accessible in the evenings — the best training-school; for there can be seen collections of authors not always to be found in the store. There, also, can be gathered knowledge which, though not of immediate use, gives the young man confidence, and will in time prove of the utmost value.

## IN THE STORE.

THE apprentice, having entered into his occupation, finds himself in the midst of the surroundings among which he is to spend, let us assume, the remainder of his life. In most large establishments the work is or should be divided into departments, such as the Mail Delivery, Correspondence Dept., Order Dept., Stock Dept., and Salesmen. As a rule the beginner is started in the lowest grade, from which he is expected to work himself up to the highest. It is not necessary to dwell on the lower offices in which the bookseller's assistant must serve his time, as they call for mere routine work such as any bright boy can master in a short time. When he has reached the stock department the apprentice first becomes of importance, because at this stage his book education actually begins, and here must be decided whether he is really fit to take the next step and rank among the journeymen—the salesmen. The more firmly he grounds himself in this department the better will he fit himself in a few years ahead to serve in the higher office of salesman.

He will find the books arranged either by publishers or by subjects. The merits of both systems will be touched upon later on. The care of the stock, putting away the new books that have just come in, or those that have been taken down to be shown to customers, gives him the advantage of handling the books, of noting publishers' names, differences of editions, etc., and of learning the prices. This will require close attention and hard work. It will be difficult work at first and cause much vexation and physical distress; but if conscientiously persisted in, will bring about good results. Method must be cultivated in putting the books into their proper places, and in memorizing them when put on the shelf. It will be a great help to associate in the mind something that is striking in the exterior of the book, its title, possibly the queer name of the author, its peculiar binding, or else to bear in mind that it has been placed near some familiar book. In putting away a book he should repeat the title of the one previously put on the shelves also, and so on with every book handled, that their titles and relative positions may be impressed on the memory. In the course of time the apprentice will note that he has become familiar with quite a number of books merely by comparison, the peculiarity of position, or some other fact, as well as sometimes by the distinctive bindings used by different publishers. For instance, "St. Elmo" is asked for; that may be associated with the Carleton-Dillingham peculiar shape and binding and cabalistic trade-mark, and the eye will at once find the section of the store in which that line is stocked; Darwin's "Descent of Man," brown cloth, like most of Appletons' scientific books, etc. Nearly every American publisher has some distinctive covering for his books, as the Harpers' green cloth novels, and other marks which, slight as they may seem, are valuable aids in memorizing, and ought not to be despised. The greatest difficulty will be in keeping track of the books of minor publishers, whose lists are small. A good plan is to have them all in one place, so that when their books are called for they may be found readily. In fact it would be a better plan to put the stock

of these minor publishers under the special charge of the apprentice, for it is in this direction that he can render practical assistance, because, as this section of the trade has unfortunately not yet recognized the importance of keeping their lists permanently before the trade, the salesman often loses much valuable time in hunting up their books, which might be saved by this plan.

The beginner should early compare the editions of different publishers, and ask of others why one is better than the other. He will learn that it is on account of the editor's notes, the text, or the make-up—the type, paper, impression, illustrations or other mechanical feature. This information may soon be committed to memory if the points are mentally repeated every time the occasion presents itself for handling the books.

A practice should be made, when handling new books especially, of looking over every book carefully. Read the title on the back and note any external peculiarity of the book. Scan the title-page, the preface or introduction, and turn over the pages, reading here and there a paragraph or page as time permits. In this way one becomes accustomed to gain rapidly a slight idea of the work and its scope, which will be of considerable assistance until one has had time to examine the work more thoroughly, or has become posted on its merits by reading critical reviews, etc.

The apprentice should be expected to go over the stock every day, that he may keep it arranged in perfect order, and keep himself thoroughly posted as to the location of every book. He should also be ready at all times to give assistance to others in looking for books, laying out orders and helping the salesman, as every detail will help to equip him more fully for the place he expects finally to fill.

## TRADE CATALOGUES, PAPERS, LITERARY JOURNALS, ETC., AND THEIR STUDY.

"The difficulty is not so much to know the law, as it is to know where to find it."—*Judge Sharswood.*

THE most perplexing problem which faces the bookseller, not only at the start, but daily, is how to keep pace with the current publications, advance announcements, and the doings of authors, besides keeping in mind all that already stands upon, or has at one time filled, his shelves. The bookseller's position, in this respect, is unique and trying. He must devote a certain amount of time every day or week to the study of his stock, or his usefulness as a bookseller becomes impaired. The great question then is, How may the retailer so manage it that he can gain the information necessary and essential for him? The subject is a perplexing one to the veteran. What must it be to the young recruit who for the first time looks upon the array of books about him, scattered in seeming confusion on shelves, on the tops of tables and under them in drawers, in bunks, and in bundles labelled with their contents; to say nothing of the stacks piled up here and there in the store and basement! While engaged in the survey, the apprentice sees parcels of new books just received, opened and their contents displayed on the tables, older books being removed to make room for the new arrivals. What becomes of the displaced books? the apprentice wonders. "Stock," of course. And shall I ever be able to keep track of these endless changes and, in addition, keep informed on what is to be published to-morrow, next week or next month?

No wonder the outlook to the uninitiated seems almost hopeless. But he will find in time that with a good memory and proper tools much of the difficulty can be overcome. We place memory first, for without that the best of tools would be worth little. Even a poor memory can by careful and persistent training be strengthened by methods that will work wonders, as those who have tried will testify. A total absence of memory, as a rule, indicates carelessness or senility, and neither of these qualities will help a man in the book business.

First among the bookseller's helps we place the trade journal that gives him the fullest information in the shortest intervals. As yet the American book trade has not developed sufficiently to warrant the issue of a daily journal such as the Germans have in the *Börsenblatt*. *The Publishers' Weekly*, being the only book-trade journal in this country published regularly every week (the exceptions being the Fall Announcement [double] Number in September, and the "Christmas Bookshelf," also a double number, in November), may therefore be placed at the head of the list of the tools indispensable to the bookseller.

*The Publishers' Weekly* should represent something more than a mere newspaper to the apprentice—it should be regarded by him as his text-book, to be carefully studied day by day, week by week, until he has thoroughly mastered its contents. How this may be done is best illustrated by the following system, adopted by a practical bookseller for his own guidance and that of his assistants:

On the receipt of *The Publishers' Weekly* we generally proceed as follows: First read slowly and carefully the publishers' advertisements. Take each title and author, and endeavor to call to mind what other works there are by the same author, as, for instance: In Houghton, Mifflin &

Co.'s advertisement we find an advance announcement of "The Sister's Tragedy," by Thomas Bailey Aldrich. What else did Aldrich write? "Wyndham Towers," "Baby Bell," "Prudence Palfrey," "Story of a Bad Boy," etc., all published by the same publisher. By this mental discipline the forthcoming book will become fastened on the mind in connection with those with which you are already familiar. Now impress on your mind again, "The Sister's Tragedy," a new book of poems by Aldrich, date when to be issued, uniform with "Wyndham Towers," Houghton, Mifflin & Co., publishers. In Putnam's page we find "Pericles and the Golden Age of Athens." Note this as a new volume of the *Heroes of the Nations* series, same style as the *Story of the Nations*. The previous volumes were Nelson and Gustavus Adolphus. The reviewers spoke highly of these when they were published, and they sold well for books of that class. They are issued in two styles of binding. In following this principle with the works of well-known authors and series, the mind will be greatly aided by making the comparisons as indicated. With new authors we have at first, of course, a little more difficulty, and we generally make an effort to detect some peculiarity about their books, as, for instance, "The Quick or the Dead," by Amélie Rives. That is a singular title; what can be its purport? "What Ails the Baby?" is another curious title; what does it mean? In the effort to solve these questions we watch carefully advance literary notices, and so at last discover that the one is a story to be published by the J. B. Lippincott Company, and the other a quasi-medical work in preparation by Brentano's. It is astonishing how much can be imbibed by such a process systematically followed up. The mere hasty reading of titles is so much time lost, and crowds the memory with material that cannot be digested, and that is never ready when wanted. Bear in mind the principal things to be remembered are title and publisher. Given these, you have the key to any further information that may be wanted.

Next take up the Order List. Never mind the publisher's name, but read the titles, and question yourself as to who publishes them, because generally the Order List is a repetition of the advertisements. This will be found good practice, and will greatly aid in memorizing the numerous titles. Then we turn to the "Weekly Record of New Publications." To the study of this we give all the time we can spare, because it is literally the American bookseller's storehouse of information. It may not be an ideal list, nor a perfect one, but we do know that it is the best and most practical list offered the book trade of any country in the world. The lists in the book-trade journals of other nations are composed of brief, condensed book titles. The book list in *The Publishers' Weekly* is not only a record of the activity of the publishing trade, but a current history of the literature of this country as well. From *The Publishers' Weekly* Record may be gained a fund of information that will enable a bookseller to talk intelligently even of books which he does not see, and perhaps never expects to handle, and which information without the aid of the *Weekly* he could never acquire, excepting possibly at the expense of a great deal of time and money.

Having mastered the "Weekly Record," we make a mental memorandum of the brief list of English books, though to this we pay less attention, as all English books for which there is likely to be a demand in this country sooner or later find their way into the lists of some American publisher. Then we turn to the "Notes in Season," which often contain hints as to the character of forthcoming books that cannot be found elsewhere. Then we scan the "Notes on Authors," a very important department, which we wish could be arranged on some monthly list plan, giving a record of author, title, publisher and probable date of publication. The "Journalistic Notes" are looked over for important articles or serials, which are often called for as books long before they are completed in periodical form, and remembering their titles may save one considerable time and annoyance. The course is finished when we have read through the "Literary and Trade Notes," the general articles, original and contributed, and the editorials. Besides this we always make it a practice to read in every issue the columns of "Books Wanted" and "Books for Sale," marking off such books as we think we have in stock, or that may strike us as bargains. Books offered for sale, without giving the price, are not regarded, and we often wonder why they are so published. If a party has a bargain to offer let him publish it. If he wants bids he had better go to the auction-room; so far as we are concerned his advertisement is wasted. Checking off the "Books Wanted" columns is good practice; besides keeping us posted on what is becoming scarce, it often helps us to get rid of books we have become tired of seeing in stock.

We keep two copies of *The Publishers' Weekly*, one for the store and one for our home. Both are filed regularly. We think this a wise plan because it gives one an opportunity away from the surroundings of business to see the same thing in two different lights. Besides, we have found that it pays to spend fifteen minutes or half an hour in reading up at home not only the present issues but also the back numbers of the *Weekly*. Such time can always be spared and is never misapplied. This we consider the Meisterschaft system applied to the booksefler's text-

book, *vade mecum*, or whatever else you may choose to call the *Weekly*, and if conscientiously followed out, will assist the learner to become an accomplished bookman, so far as current and forthcoming books are concerned.

As to keeping track of the publications of the past months we consider the issues of the *Weekly* containing the "Monthly Record" of the utmost value. These are excellent numbers for study and to test one's mental capacity. We generally hold this number in reserve till some evening when the day's labor has not been as trying as usual. Beginning at A we treat the matter fairly, and refrain from noting the publisher's name, keeping a thumb over that part of the column. We read the title, and ask who publishes the book. Perhaps we know, and perhaps we do not. If after several efforts we cannot remember it, we take our thumb off the forbidden spot, and generally find to our surprise that it is by a publisher well known to us. We proceed in this manner to the end, and are confused and dismayed at the large number we had almost entirely forgotten. By doing this a number of times you will have gained information that will be valuable to you in more ways than you fancy. We cut out these "Monthly Records" and paste the titles alphabetically, (that is, the As, Bs, etc., for six months, until the issue of the "Trade List Annual" and the "Annual Summary Number,") in an indexed book. This gives us a complete record of books almost up to date, and easy of access.

We are not sure that many will have the enthusiasm and patience to follow the foregoing plan. But whatever system may be adopted it must be adhered to faithfully, or much valuable time will be squandered.

"The Publishers' Trade List Annual" will be found of importance next to *The Publishers' Weekly*. The young bookseller will not find it at first absorbingly interesting. He will find that it is not to be taken up and read through, but that his interest in it will grow the oftener he consults it. Apply the Meisterschaft system to this also, and study, as often as opportunity will permit, the catalogues of all the publishers—the announcements of those houses which advertise a book or two, as well as the lists of publishers who contribute catalogues of sixty pages and more. Let the beginner, and the veteran too, familiarize himself with the different editions of the same work in the market. It will be found helpful to make a list of them in a blank-book, noting the styles, number of volumes, prices, etc., as well as the claims made for them. We should also advise those whose memory needs training, as they proceed in their study of the catalogues, to make for themselves a classified catalogue of the different subjects, such as Phonography, Electricity, Physical Exercises, etc. True, there are classified lists in print, such as furnished in the American Catalogue, but this method of noting and writing down a title is apt to fasten it on the mind, and aids one materially when called upon by a customer for just such information. It will be found easy enough to add to such a list the new books as they are published, and the mere practice of saying to one's self, "Here is a new book on Electricity for my list," and putting it there, as a rule impresses it firmly enough on the memory.

Especially do we recommend the careful study of the lists of the smaller publishers, for with these the bookseller will have the most trouble. Now and then a less-known house succeeds with a book that will be more or less in demand, but of which the publisher's name is generally the last thing known. A transient customer served with the information about one of these out-of-the-way books, for which he may have been searching in vain elsewhere, will probably become a customer for all time. A duplicate copy of the Annual, to be kept at home, will easily pay for itself over and over again. It should be dipped into as often as inclination prompts, and it will be found that many a sale will be made that otherwise would be missed. Some boast that after business hours they forget all about business. While this may do in other lines, in the book business it might prove a dangerous rule. Not that we would preach the rule "All work and no play." On the contrary. Rest is desirable and necessary; but we doubt if any young man who is enthusiastic about his profession and desires to succeed can afford to lay it to one side altogether and forget all about it the moment he turns his back on the store.

Below we give in full the titles and descriptions of other helps that belong to the workshop of the bookseller. What has been suggested in reference to the study of *The Publishers' Weekly* and the "Publishers' Trade List Annual" applies with equal force to every trade catalogue—from "The American Catalogue," the master-key to current American literature, to the most insignificant hand list of the least important bookseller. No source so mean that a grain of information may not be gleaned from it.

The list might easily have been extended to many times its size, or contracted, but it seemed advisable to give a record of such books as would be of immediate use to the average bookseller, as well as to include those of which it may be useful to have information in case of need. As it is, many books have been recorded which probably few booksellers will see the use of putting in their working library. Unfortunately, there are booksellers—too many, we fear—who consider books

for their own reference as of little account. Not that they have knowledge of the matter sufficient to be able to dispense with them, but because they are blind to their own interests. They will rather turn away a customer with the abrupt answer, "Never heard of such a book," than put themselves in a position to give whatever information is desired. That this is short-sighted policy we need not point out to those who know the value of trade helps. Every trade and profession needs tools, and the one equipped with the best, other things being equal, will be able to do the best and most efficient work. And, further, in the book business, as in every other profession, the best tools are the cheapest in the long run.

We would not be understood as claiming that a bookseller must necessarily have all the books here enumerated. With the exception of the American and English publications in the departments of Trade Catalogues and Trade Journals, of which we think every live bookseller ought to have all that are in print and for sale, a wise selection in the other departments will suffice for ordinary use. As one can afford it, however, the purchase of the remaining ones will be found a paying investment. It should not be overlooked that a bookseller cannot have too many tools. No book is ever complete in its own branch; therefore two or three will likely be of more service than even the best one of them alone.

In addition to the catalogues and journals recorded in our list, we commend the careful study of periodical literature and of the leading daily papers. The latter, especially, under able editorship in the department of literature, to a great extent lead the public and, indeed, very often create the demand for certain new books. The bookseller, by being posted in these matters, ought to be ready to answer intelligently any question that may be put to him as to the works of the day.

Then there is the well-read customer, who on occasions may be induced to give a hint or information concerning old or new books not easily got in any other way. We have known such who have given booksellers points that have helped them get rid of scores of books that otherwise would have kept on gathering dust until the end of time. Take such men into your confidence—their assistance will often save you hours of study.

## TRADE CATALOGUES.

"A library is not worth anything without a catalogue; it is a Polyphemus without any eye in its head."—CARLYLE.

### *American and English.*

#### *General.*

AMERICAN CATALOGUE of books in print and for sale (including reprints and importations), July 1, 1876; comp. under the direction of F: Leypoldt by L. E. Jones. 2 v. (1) Author-and-title; (2) Subject. N. Y., A. C. Armstrong & Son, 1880. 4°, hf. mor.

Aims to present all the bibliographical features of the books in the American market, in 1876, arranged in the *first* volume alphabetically by both *authors* and *titles*, and in the *second* volume alphabetically by *subjects*. As it was impracticable to bring the body of the work (which contains over 125,000 entries) down to a later date than July, 1876, without further delaying its appearance, an appendix was added to the first volume, containing the publications of most of the leading houses issued subsequently to that date. As a further aid, a list of bibliographies was prefixed to the second volume, to assist the student in prosecuting his researches beyond the province of the catalogue *proper*. This and the supplementary volumes thus form the only approximately complete guide in existence to the American books of the day, so arranged as to make reference easy from whatever direction the inquiry may come, whether from that of the author, or the title, or the subject. They not only furnish the desired information about any particular book of which the consulter is in search, but show what others there are by the same author, or the same subject in which he is interested.

"To booksellers, of course, it is indispensable; but it is almost equally needful to careful book buyers. It will take its place at once as a most valuable assistant of the book committee in every library whose purchases extend beyond the merest current literature, or where any attempt is made to fill up particular branches; and it may even be found useful as a supplement and corrective of the classed catalogue, or perhaps as a substitute for one in those unhappy libraries which are too poor to have a guide of their own."—*Nation.*

The author-and-title volume is out of print. The subject volume may be had at the office of *The Publishers' Weekly*, in half leather binding, at $15. The number left is limited.

AMERICAN CATALOGUE, 1876–1884: Books recorded (including reprints and importations) July 1, 1876, to June 30, 1884; comp. under the editorial direction of R: R. Bowker by Miss A. I. Appleton. 1 v., incl. Author-and-title, and subject parts. N. Y., Office of "The Publishers' Weekly," 1885. 4°, hf. leath., $15.

Its appendices contain U. S. Government publications, Jan. 1, 1881, to June 30, 1884; Publications of literary and scientific societies; Books published in series: Omissions [in the body of the work] from the cheap libraries.

AMERICAN CATALOGUE, 1884–1890: Books recorded (including reprints and importations) July 1, 1884, to June 30, 1890; comp. under the editorial direction of R: R. Bowker by Miss A. I. Appleton and others. N. Y., Office of "The Publishers' Weekly," 1891. 4°, hf. leath., $15.

Contains besides the regular features of its predecessors: a list of State publications, and publications of literary and scientific societies. The list of Government publications is brought down to June 30, 1890.

ANNUAL AMERICAN CATALOGUE: being the full titles, with descriptive notes, of all books recorded in *The Publishers' Weekly*, with author, title and subject index, publishers' annual lists, and directory of publishers. N. Y., Office of "The Publishers' Weekly," 1891. *Annually.* 8°, hf. leath., $3.50.

First volume published in 1886 (now out of print). The volume for 1890 forms the first supplement to the "American Catalogue, 1884–90," including the second half of 1890, which is not covered by that volume of the "American Catalogue."

AMERICAN EDUCATIONAL CATALOGUE: price-list of school and text books used in the U. S., with name of publisher, wholesale and retail prices, etc. N. Y., Office of "The Publishers' Weekly." *Annually.* 8°, pap., 25 c.; leatherette, 50 c.

Includes a price-list of the text-books in use in the United States, arranged alphabetically by author's or editor's name, and a detailed subject-index, referring from each specific subject to authors of books on that subject, so that the advantages of both *a finding list for the trade* and *a class catalogue for the use of schools* are combined.

BEST READING (THE): hints on the selection of books, on the formation of libraries, on courses of reading, etc., with classed and priced bibliography for easy reference. *4th ed.*, continued to 1876, with additions of select lists of the best German, French, Spanish and Italian literature, by F. B. Perkins. N. Y., G: P. Putnam's Sons, 1887. 12°, cl., $1.50.

—— 2d ser., 1878–1881; 3d ser., 1882–1886, by L. E. Jones. N. Y., G. P. Putnam's Sons, 1882, 1887. 12°, cl., *ea.*, $1.

BOOKS OF ALL TIME: a guide for the purchase of books. comp. by F: Leypoldt and Lynds E. Jones. N. Y., Office of "The Publishers' Weekly." 32°, pap., 10 c

ENGLISH CATALOGUE OF BOOKS published in Great Britain and Ireland in the year 1890; also of the principal books published in the United States, with an alphabetical index of subjects. London, Sampson Low, Marston & Co. 8°, pap., 5 *s.*

This publication is issued annually, limiting each title to a line and stating the month of its publication as a reference to the corresponding number of the *Publishers' Circular* in which the full title is given. Now and then these annual issues are condensed into one alphabet, substituting the year of publication for the month, and separating the author and subject lists into separate volumes. Of these catalogues, covering longer periods, the following have appeared so far:

*Author Lists.*

1. ENGLISH CATALOGUE, 1835–1862, 63 *s.* (*now out of print and scarce*).
2. ENGLISH CATALOGUE, 1863–1871, 42 *s.*
3. ENGLISH CATALOGUE, 1872–1880, 42 *s.*
4. ENGLISH CATALOGUE, 1881–1890. *In press.*

*Subject Lists.*

1. ALPHABETICAL SUBJECT INDEX, 1837–1856, 26 *s.*
2. ALPHABETICAL SUBJECT INDEX, 1856–1873, 42 *s.*
3. ALPHABETICAL SUBJECT INDEX, 1874–1880, 18 *s.*
4. ALPHABETICAL SUBJECT INDEX, 1881–1890, 42 *s.*

By working backwards, through all these publications, it is thus possible to reach the full title of any work that has appeared in the *Publishers' Circular* since 1837.

KELLY, Ja., *ed.* The American Catalogue of books (original and reprint) published in the U. S. from January, 1861, to January, 1866, with date of publication, size, price and publisher's name; with supplement containing pamphlets, sermons and addresses on the civil war in the U. S., 1861–1866, and appendix containing names of learned societies and other literary associations, with a list of their publications 1861–1866. N. Y., J: Wiley & Son, 1866. 8°.

—— *Same*, Vol. 2, 1866–1871 (Jan.). [containing all the features of the first vol. excepting list of pamphlets, etc., on the civil war.] N. Y., J: Wiley & Son. 1871. 8°.

A continuation of Roorbach's "Bibliotheca Americana." A number of books published prior to 1861 and omitted in Roorbach's fourth volume are given in Kelly's first volume. A few copies may still be had of James Kelly, 23 Clinton Pl., N. Y.

PUBLISHERS' TRADE LIST ANNUAL: the latest catalogues of American book publishers, etc. New York, 1873–1891. N. Y., Office of publication, 330 Pearl Street. *Annually.* $2.

The *Trade List Annual* contains:

1. An index to contributors and advertisers.
2. An index to special lines, giving important information as to where to find what is wanted.
3. Short-title list with cross and subject references of the books issued from January to July each year, forming a supplement to the "Annual Catalogue" of the year preceding the issue of the T. L. A.
4. The *Educational Catalogue*, which is compiled every year at the office of "The Publishers' Weekly," and used by the entire trade and all interested in education, as the best reference list of school-books.
5. The latest catalogues, price-lists, etc., of publishers, manufacturing stationers and first hands in specialties, contributed in the printed sheets and bound in alphabetical order by the firm names of the contributors. In this department alone there are over two thousand (2000) pages.
6. Supplementary catalogues, price-lists, etc., of publishers, manufacturing stationers, and first hands in specialties, printed at the office of the "Publishers' Weekly," and paged continuously.

The volume for 1875 is valuable for its short-title index to every book and article mentioned in the lists included in the volume.

REFERENCE CATALOGUE OF CURRENT LITERATURE, 1889; being the English publishers' catalogues accompanied by a reference index of 60,000 entries. Lond., J. Whitaker & Sons. Nearly 4000 pp. 8°, hf. mor., 10 *s.*

This, as well as the previous volumes for 1874, '75, '77, '80 and '85, is out of print. It is arranged on the plan of the Publishers' Trade List Annual. A full index to every book that appears in the volume forms an important feature of every issue.

RICH, Obadiah. Bibliotheca Americana Vetus: a catalogue of books rel. to America, with two supplements, 1493–1700. Lond., O. Rich, 1846. 8°. *o. p.*

—— Catalogue of Books relating principally to America, arranged under the years in which they were printed, [1506 to 1700.] Lond., O. Rich, 1832. 8°. *o. p.*

RICH, Obadiah. Bibliotheca Americana Nova, a catalogue of books relating to America, in various languages, incl. voyages to the Pacific and round the world, and collections of travels, printed [between 1700 and 1844.] Lond., O. Rich, 1846. 2 v., 8°, 32 *s.* *o. p.*

ROORBACH, Orville A. Bibliotheca Americana: catalogue of American publications, including reprints and original works, from 1820–1852, inclusive; with list of periodicals published in the U. S. N. Y., O. A. Roorbach, 1852. 8°.

—— *Same*, Supplement, October, 1852, to May, 1855, including also a repetition of such books as have either changed prices or publishers during that period. [As an appendix are given a number of publishers' catalogues.] N. Y., O. A. Roorbach, Jr., 1855. 8°.

—— *Same*, Addenda, May, 1855, to March, 1858. N. Y., Wiley & Halsted, 1858.

—— *Same*, Vol. IV., March, 1858, to January, 1861. N. Y., Orville A. Roorbach, 1861.

Out of print. Copies frequently turn up in auction sales. The only catalogue in existence covering the same period.

SABIN, Jos., *ed.* Bibliotheca Americana: a dictionary of books relating to America from its discovery to the present time. Pts. 1–114, A–Simms. N. Y., Sabin, 21 Ann St., 1868–91. *ea.*, pap., $5.

The concluding parts are in preparation.

SARGANT, E. B., *and* Whishaw, B., *comps.* Guide-Book to Books. Lond., Henry Frowde, 1891. 8°, 3 *s.* 6 *d.*

The total number of books on all subjects recommended is about six thousand, and these have been very carefully selected by more than a hundred specialists, many of them of the highest eminence. The "Guide-Book" is arranged alphabetically by subjects, and gives, in addition to the titles of books, the prices, and in many cases brief descriptive notes.

SONNENSCHEIN, W: Swan. The Best Books: a readers' guide to the choice of the best available books (about 50,000) in every department of science, art and literature, down to 1890; with dates of the first and last editions and price, size and publisher's name of each book. *2d ed.*, with complete indexes. Lond., Swan

Sonnenschein & Co.; N. Y., G: P. Putnam's Sons, 1891. 1100 p. 4°, cl., *net*, $9; interleaved, *net*, $13.50.

The books, limited to those in print or readily obtainable, are grouped (1) into large classes, (2) into sections, subsections and paragraphs—with the result of obtaining all the literature of one subject in one list, and that of outlying subjects close at hand. Cross-references have been freely employed, while the author, title and subject indexes added to this edition make reference extremely easy: unfortunately a large number of errors, chiefly typographical, impair its usefulness, and those who use it should be warned that without corrections it will prove "a blind guide." Another defect of this edition is its over-inclusiveness, space having been made for many books which can hardly be classed among "the best books."

TRÜBNER, N. Bibliographical Guide to American Literature: a classed list of books published in America during 1817 to 1857, with alphabetical index. Lond., Trübner & Co., 1859. 8°, 18 *s.*

*Special.*

BIBLIOTHECA POLYTECHNICA: directory of technical literature: classified catalogue of all books, annuals and journals published in America, England, France and Germany, including their relation to legislation, hygiene and daily life; ed. by Fritz von Szczepanski. *1st annual issue.* N. Y., The International News Co., 1890. 8°, cl., 75 c.

Though not so complete as it should be, is perhaps as much so as could be expected for a first edition. As regards the lists of technical journals and publications of the printing trade and allied crafts, for instance, the editor has not been up to his work. *The Bookbinder*, which ceased to exist over a year ago, is there, but *The British Bookmaker*, which succeeded it, is omitted. *The Printer*, which died over two years ago, is also in the list, as well as *The American Lithographer*, which ceased to exist months ago, while *The American Bookmaker*, a very live journal, finds no place, and several other American trade organs are omitted also. The German *Monatschrift für Buchbinderei*, and several French printing trade journals are also overlooked. Notwithstanding these omissions the book is a useful one and fills a decided gap in the list of reference-books.

BOSTON PUBLIC LIBRARY. Handbook for Readers: an account of the catalogues, a bibliography of special subjects, list of indexes to periodicals, etc. *9th ed.* Bost., Boston Public Library, 1890. 16°, pap., 50 c.

Compiled by James Lyman Whitney. Notes of over 4000 special bibliographies contained in volumes or separately issued.

The Boston Public Library has also published the following valuable class-lists:

1. ARTS AND SCIENCES.
2. ENGLISH PROSE FICTION, including translations and juvenile books, with notes for readers intended to point out for parallel reading the historical sources of works of fiction. (Enl. ed., 1885.)
3. FOREIGN LANGUAGES.
4. HISTORY, BIOGRAPHY AND TRAVEL, including the histories of literature, art, sects, etc., politics, geography, voyages, sketches, and manners and customs, with notes for readers under subject references. (July, 1873.)
5. POETRY, DRAMA, etc.

BOWKER, R: R., *and* ILES, G:, *eds.* The Reader's Guide in Economic, Social and Political Science. N. Y., The Society for Political Education, 330 Pearl St., [G. P. Putnam's Sons,] 1891. 12°, cl., $1; pap., 50 c.

The titles of this bibliography include the leading works by American, English, French and German authors. In addition, recent magazine articles bearing upon political questions are mentioned, and full references are given to government publications. The principal American organizations for economic and political study or philanthropic work are noted, and their publications set forth. The chief value of the Guide is in the descriptive and critical notes appended to its principal titles. In providing these the editors have been aided by twenty-six eminent educators and specialists. Their recommendations include three brief reading courses planned for youths, for readers in a second stage of progress, and for students. An appendix shows in summary the courses in political and economic science offered in the leading colleges to both men and women. Full index.

BRITISH MUSEUM PUBLICATIONS. In the value and extent of its collections the Library of the British Museum ranks before all the great libraries of the world, the Bibliothèque Nationale at Paris alone excepted. It now contains nearly two millions of volumes of printed books, and more than fifty thousand manuscripts. The musical works comprise 20,000 volumes and four times that number of separate pieces. The collection of maps is between 120,000 and 150,000.

The CATALOGUE OF MUSIC is still in ms., that of the Maps has been printed in 2 vols. (see below), and the General Alphabetical CATALOGUE OF PRINTED BOOKS, which comprised nearly 3,000,000 entries and filled 2000 folio volumes, is now passing through the press. It is estimated that the whole of the Catalogue of Printed Books will make about 500 royal 4to volumes, and that it may be completed before the end of this century. Useful sections, such as ÆSOP, ÆSCHYLUS, AMERICA, BACON, BUNYAN, BYRON, SWEDENBORG, VIRGIL, and XENOPHON have been printed separately.

Recently the titles of all ACCESSIONS TO THE LIBRARY have been printed. Parts I. to CI. containing titles of modern works; Parts I.-XXVIII. containing titles of old English works; and Parts I.-XLII. containing titles of old Foreign works, have been issued to date. These, together with the printed sections of the General Catalogue, are supplied to subscribers by special arrangement.

—— Books printed in England, Scotland and Ireland, and books in English printed abroad to the year 1640. 1884. 3 v. 8°, 30 *s.*

—— Subject Index of the Modern Works added to the Lib. of the Brit. Mus., 1880-85, comp. by G. K. Fortescue. 1886. 8°, £3 3 *s.*

—— List of the Books of Reference in the reading-room. *3d ed.*, 1889. 8°, 6 *s.*

—— Books placed in the galleries in the reading room, 1886 (40,000 vols.). 8°, 10 *s.* 6 *d.*

—— List of the Bibliographical Works in the reading-room. *2d ed.*, 1889. 8°, 2*s.*

—— Printed Maps, Plans and Charts. 1885. 2 v., 4°, £6 6 *s.*

—— Chinese Printed Books. 1877. 4°, 20 *s.*

—— Hebrew Printed Books. 1867. 8°, 25 *s.*

—— Sanskrit and Pali Books. 1876. 4°, 21 *s.*

—— Bengali Books. 1886. 4°, 10 *s.*

A new edition of the Catalogue of the Hindustani Books in the Library of the British Museum was recently announced.

CASPAR, C. N., *comp.* Practical Catalogue of Law-Books, arranged by subjects, with complete index to authors. Milwaukee, Wis., C. N. Caspar, 437 E. Water Street, 1891. 16°, 25 c.

Embracing the latest editions of all standard law and text books; legal periodicals; books for special States; American reports, digests, statutes, etc.; U. S. statutes and reports; U. S. and State court reports; State reports; collections of State reports; Lawyers' Co-operative reports; National Reporter system and English reports. In every case the initials of the authors are given and the dates of the latest issue. The bibliographical arrangement adopted affords a clue to the entire domain of the present American law literature. Standard English books have also been included. Any book listed can be found at once, and also what publications exist on any given topic, stating edition, date and price. The publisher is indicated by a figure which corresponds to a similar one in a key to publishers which is supplied separately. An author index indicates what books are included by any writer, and where they can be looked up.

CLASSIFIED Catalogue of Educational Works in use in the United Kingdom and dependencies in 1887. Lond., Sampson Low, Marston & Co., 1887. 6 *s.*

CLASSIFIED and Descriptive Catalogue of Scientific and Technical Books. Lond., George Philip & Son, 1886. 18°, bds., 1 *s.*

FLETCHER, W: I., *ed.* The Co-operative Index to Periodicals for 1890; ed. by W: I. Fletcher with co-operation of members of the American Library Assoc. N. Y., Office of "The Publishers' Weekly," 1891. 8°, hf. mor., $2.50; pap., $2.

A complete index in one alphabet to the periodicals for 1890; it is for the first time published as an annual, and not in quarterly numbers as hitherto. Supplemented with an author index. The connecting links between this volume and the Poole's "Index to periodical literature, 1882–1887," are the Co-operative Index issued in quarterly parts for 1888, with an author index in one alphabet; and the volume for 1889. Price of the 1888, hf. mor., $3.50; 1889, hf. mor., $2.50.

GALLOUPE, F. E. Index to Engineering Periodicals, 1883–87. Boston, F. E. Galloupe, 30 Kilby Street, 1888. 8°, $2.

An index to the principal periodicals in England and America, comprising engineering, railroads, science, manufactures and trade, that is valuable principally because there is nothing else to fill its place, the arrangement being very bad and unsatisfactory. Knight's New mechanical dictionary, Boston, 1884, contains a good topical index to this class of periodicals for 1876–1880.

GRIFFIN, A. P. C. Index of Articles upon Local American History, in historical collections in the Boston Public Library. [Bost., G. E. Littlefield, 1889. $3.]

Reprinted from the Bulletin of the Boston Public Library.

GRISWOLD, W: M., *comp.* A Descriptive List of Novels and Tales dealing with American Country Life. Cambridge, Mass., W: M. Griswold, 1890. 8°, pap., 50 c.

—— A Descriptive List of International Novels. Cambridge, Mass., W: M. Griswold, 1891. 8°, pap., 50 c.

—— A Descriptive List of Novels and Tales dealing with American City Life; including some works descriptive of country life omitted from previous list. Cambridge, Mass., W: M. Griswold, 1891. 8°, pap., 50 c.

Lists of good old and new novels by American and foreign authors, easily obtainable, but which, in many cases, have been forgotten within a year or two after publication. They will be followed by other lists describing European, romantic, eccentric and fanciful novels and tales. The descriptive extracts which follow each title are taken from leading literary papers.

—— Q. P. Indexes [to American and foreign periodicals]. Cambridge, Mass., W: M. Griswold. *v. y.*

No. 1, *Nation*, v. 1–30, 1865–80, $2.—No. 2, Suppl. index to *Atlantic Monthly*, 39–46, 1873–80.—No. 3, *International Review*, v. 1–9, 1874–80. $1.—No. 4, *Lippincott's*, v. 1–24, 1867–79, $1.—No. 5, *Eclectic*, v. 1–96; *Littell's Living Age*, v. 37–148, 1853–81, $2.—No. 6, *Scribner's Monthly*, v. 1–22, 1870–81, $1.—No. 7, Annual Index for 1881, $1.—No. 8, *Deutsche Rundschau*, v. 1–29. $1.—No. 9, Register zu Zeitschriften meist historischen inhalts, 1830–81, $1.—No. 10, *North American Review*, v. 92–134, 1861–82, $1.—No. 11, *Contemporary* and *Fortnightly Reviews* and *Nineteenth Century*, 1865–82, $1.—No. 12, Annual Index, 1882, $1.—No. 13, Index to Essays, $2.—No. 14, Table générale de la *Revue des Deux Mondes* et de la *Nouvelle Revue*, 1870–83, $1.—No. 15, Annual Index, 1883. $1.—No. 16, British Periodicals, 1882–84. $1.—No. 17, Annual, 1884, $1.—No. 18, *Nation*, 1880–85, $1.25.

—— Cumulative Indexes. Cambridge, Mass., W: M. Griswold. *v. y.*

No. 1, Annual, 1885, $1.—No. 2, not pub.—No. 3, Annual, 1886, $1.—No. 4, Register zu Deutschen Zeitschriften, 1886–89, $3.—No. 5, Annual, 1887, $1.—No. 6, *Harper's Weekly*, 1857–87, $2.50.—No. 7, Annual, 1888–9, $1.50.

HAFERKORN, H. E., (*and* HEISE, Paul,) *comps.* Handy Lists of Technical Literature; reference catalogue of books in English, 1880–1888; with select list of books printed before 1880. Milwaukee, Wis., H. E. Haferkorn, 1889. 4 pts., 8°, *ea.*, $1.50; pap., $1.; *key*, 25 c. extra.

Four parts issued thus far. Pt. 1: Useful arts in general, products and processes used in manufacture, technology and trades. Pt. 2: Military and naval science, navigation, sailing, shipbuilding, etc. Pt. 2*a*: Electricity and magnetism. Pt. 3: Engineering and mechanics. Each part contains list of periodicals and annuals.

INDEX CATALOGUE of the Library of the Surgeon-General's Office, U. S. Army; comp. under the direction of J. S. Billings and Rob. Fletcher. Authors and subjects. Washington, D. C., Government Printing Office, 1880 and foll. 4°.

In 1890 eleven volumes had been published, carrying the work down to Regent. As a continuation of the above work may be considered the:

INDEX MEDICUS, a monthly classified record of the current medical literature of the world; comp. under the supervision of Dr. Billings and Dr. Fletcher. Detroit, Mich., G. S. Davis. $10 per year.

JONES, L. A. Index to Legal Periodical Literature [to the end of 1886.] Boston, [Boston Book Co.,] 1888. 8°, hf. mor., *net*, $10.

A work of the greatest merit and importance, even outside its proper legal sphere. Much attention is given to biographical articles relating to distinguished judges and lawyers, both living and deceased. The number of vols. of law periodicals indexed is 1373, and the articles pertaining to law and legislation is upwards of 4400. Vols. of literary and historical periodicals are also included.

PANTOBIBLION: international bibliographical review of the world's scientific literature, editor A. Kersha, C.E. St. Petersburg, Fontawka 64; N. Y., D. Appleton & Co. *Monthly.* 24 *s.* per year.

A very ambitious bibliography of the publications of *all* languages and nations within its scope, giving (1) a classified list of all the new books in a systematic arrangement, (2) critical articles on the leading scientific publications, in the language of the work criticised, (3) the contents of the current periodical literature of the world in the domain of science. The first number, dated April 26, 1891, contains about 1200 titles of new books, 80 critical articles, and gives the contents of 270 periodicals. It is printed in some 15 languages.

POOLE, W: F: Index to Periodical Literature; edited with the co-operation of the American Library Association by W: F: Poole and W: I. Fletcher, M. A. 3*d ed.*, brought down to January, 1882. Bost., Houghton, Mifflin & Co., 1882. 8°, cl., $15.

—— *Same*, First Supplement, Jan., 1882–Jan., 1887. Bost., Houghton, Mifflin & Co., 1888. 8°, cl., $8.

This supplement includes references to periodicals which appeared from January 1, 1882, to January 1, 1887, and also to a considerable number of older serials which were not included in the edition of 1882. The number of volumes indexed is 1065, and they belong to 141 different sets of periodicals. Sixty-one sets are included in this volume which did not appear in the edition of 1882. Of these thirty-three are new, having issued their first numbers during the five years, and twenty-eight are older sets which are now indexed for the first time. These volumes are therefore, for all practical purposes, an index to English periodical literature for the nineteenth century, continued by W: I. Fletcher's "Co-operative Index to Periodicals," which see.

SARGENT, J: F., *comp.* Reading for the Young: classified and annotated catalog, with an alphabetical author index; prepared for publication by Mary E. and Abby L. Sargent, and issued by the American Library Assoc., Publishing Section. Bost., Library Bureau, 146 Franklin St., 1890. 8°, hf. cl., $1; hf. goat, $1.50; pap., 75 c.

Classified first under large groups, as natural sciences,

useful arts, fine arts, literature, historical fiction, history, travels, biography, etc.; these are subdivided under more special headings. History, historical fiction and travels are grouped under countries, natural sciences under the special sciences, etc. Lists of periodical literature on kindred subjects follow each division, with references to periodicals in which published. The letters a, b, c in parentheses are attached to most of the titles to show, in a general way, to what class of young readers they are best adapted. The books in Miss Hewins' "Books for the young" are included by permission. Annotations follow the titles in almost all cases, explaining clearly the nature and aim of the work.

SOULE, C: C. The Lawyers' Reference Manual of law-books and citations. Bost., [Boston Book Co.,] 1884. 8°, hf. shp., *net*, $4.

A bibliography of American, English, Irish, Scotch and British colonial law reports, arranged as follows: 1, An itemized list of the American law reports, with notes in regard to their editions and peculiarities; 2, A similar list of the English reports. The notes in this department condense the most valuable information given in Wallace's "Reporters," Marvin's "Legal bibliography," and other authoritative sources, with much additional matter; 3, Lists, with notes, of the Irish, Scotch and British colonial reports; 4, An index of legal literature, arranged by authors' names, which serves both as an index to the preceding parts, and as an original list of text-books, giving the last English and last American edition of each book, with brief title, date and place of publication; 5, A full index of text-books by subjects, showing the date of each book, and whether it is American, foreign or local; 6, A remarkably full index of abbreviations. Mr. N. C. Moak says of this work: "It contains more information upon the subject of law-books than any book I know of, and just the kind of information which can only be obtained by access to large libraries and extensive collections of catalogues and works on legal bibliography."

TRÜBNER'S Catalogue of Dictionaries and Grammars of the Principal Languages and Dialects of the World. *2d ed.* London, Trübner & Co., 1882. 8°, 4 *s.*

An exceedingly valuable catalogue.

U. S. GOVERNMENT PUBLICATIONS. Descriptive Catalogue of the Government publications of the U. S., September 5, 1774–March 4, 1881, compiled by order of Congress by Ben: Perley Poore. Washington, D.C., Government Printing Office, 1885. 4°. $1.90.

—— Jan. 1, 1881, to June 30, 1884, with a few preceding standard publications. First appendix to the "American Catalogue," 1876–1884. [For prices see under "American Catalogue."]

—— July 1, 1884, to June 30, 1890. First appendix to "American Catalogue," 1884–1890. [Published separately.] N. Y., Office of "The Publishers' Weekly," 330 Pearl St., 1891. 4°, $1.

—— Monthly Catalogue, prepared by J. H. Hickcox. Washington, D. C., J. H. Hickcox, 906 M Street, N. W. $5 per year.

Commenced in 1885, this is really one of the most satisfactory catalogues of Government publications since that time. A very full and good index to each yearly volume greatly facilitates its use.

WOLF'S VADEMECUM: Schlagwort-kataloge aus allen Wissenschaften. Leipzig, G. Levien.

A valuable reference list to scientific literature, including periodicals, notwithstanding the fact that the compiler often fails to record important works. Thus far (1891) ten volumes have been published or announced as follows:

| | | |
|---|---|---|
| I. | Medicinisches Vademecum, ..... *Marks*, | 4.00 |
| II. | Natur- u. exakte wissenschaften, 2 v..... | 1.75 |
| | Supplemented by the following volumes: | |
| | 1*a*. Mathematics, Astronomy..... | 70 |
| | 2*a*. Physics, Meteorology..... | 40 |
| | *b*. Chemistry, Pharmacy..... | 60 |
| | 3. Botany, v. 1..... | 30 |
| | 4*a*. Technology, etc..... | 85 |
| | *b*. Industrial arts..... | 1.30 |
| | *c*. Architecture, Building, Mining, etc. | 1.50 |
| | 5*a*. Mineralogy, Palæontology; *b*. Geognosy, Geology. *In preparation.* | |
| | 6, Zoölogy, Anthropology. *In preparation.* | |
| III. | Juristisch-staatswissensch. Vademecum... | 2.50 |
| IV. | Theologisches Vademecum..... | 2.80 |
| V. | Philosoph.-pädagog. Vademecum..... | 2 00 |
| VI. | Philologisches Vademecum..... | 3.50 |
| VII. | Linguistisches Vademecum: | |
| | 1. Oriental, Americana..... | 1.75 |
| | 2. European languages..... | 1.00 |
| | 3. German philology..... | 1.75 |
| VIII. | Landwirthschaft, Gartenbau, Jagd-u. Forstwissenschaft..... | 1.50 |
| IX. | Kriegswissenschaft. *Nearly ready.* | |
| X. | History. *In preparation.* | |

BOOKS ABOUT BOOKS WHICH RELATE TO BOOKS. Instead of attempting to give a list of special bibliographies, which has already been done satisfactorily by others, the compiler contents himself with giving only references to such books and publications as are wholly or in part devoted to the bibliography of bibliographies: The *Adressbuch des deutschen Buchhandels*, in its annual issues, gives a full list of European, and other bibliographies and bookseller's helps.—*W: Beer's* "Report on aids and guides, 'Lib. Jour.,' v. 15, no. 12."—*C. N. Caspar*, in the appendix to his "Directory of the American book, news and stationery trade," gives a full bibliography, and vocabulary of technical terms.—*C. A. Cutter*, Some works of reference (of special use to cataloguers), in Rules for a dictionary catalogue, 2d ed., Wash., 1889, 8°, pub. by the Bureau of Education.—*Rev. Jos. M. Finotti*, Bibliographia Catholica Americana, Pt. 1, 1784–1820 incl., Catholic Pub. Soc., 1872.—*P. L. Ford*, Check List of Bibliographies, Catalogues, Reference Lists and list of Authorities of American Books and Subjects, 4°, $3.—*French* bibliographies, article in London "Bookseller," Jan.–March, 1881.—*W. H. Gee*, Works rel. to bibliography, history of printing, bookbinding, etc., Oxford, 1880.—*S. S. Green*, Library Aids, reprinted by the Office of "The Publishers' Weekly."—*R. A. Guild*, Librarian's Manual, N. Y., 1858.—*C. H. Hull*, Helps for cataloguers in finding full names, "Lib. Jour.," v. 14, nos. 1–2.—*W. C. Lane*, Report on aids and guides for readers, "Lib. Jour.," v. 4, nos. 5–6.—*F. Leypoldt* in "The Publishers' Weekly," Oct. 24, 1872, and in subject vol. of "The American Catalogue 1876."—*The Library Journal* has departments of Bibliography and Cataloguing and Classification in every issue.—*J. Petzholdt*, Bibliotheca bibliographica, Leipzig, 1866.—*J. Power*, Handy book about books, Lond., 1870.—*Jos. Sabin*, Bibliography of bibliography, N. Y., based on Power's "Handybook."—*A. R. Spofford*, Works of reference for libraries, Bureau of Education Rep. 1876.—*E. Steiger*, Bibliographical bibliography, in "Year-Book of Education, 1879."—*Trübner's* Hand-list of bibliographies, Lond., Trübner & Co., 1881.—*Leon Vallée*, Bibliographie des bibliographies, Paris, 1883–87.—*R. Watt's* Bibliotheca Britannica, Edinburgh, 1824.—*Justin Winsor*, Principal reference-books for college libraries, Bureau of Education, Circular of information, no. 1, 1880. *Also* in special issues of "Harvard University Bulletin" edited by Mr. Winsor.

LIBRARY CATALOGUES: *Advocates'* library, Edinb., W: Blackwood & Son, 7 v., one of the most useful in print; especially full as concerns early English publications.—*Apprentices'* library, N.Y., comp. by J. Schwartz, Jr., 1874, with bulletin of additions.—*Astor* library, comp. by J. G. Cogswell, 5 v.; continuation by C: A. Nelson, 1888, 4 v.—*Boston Athenæum*, comp. by C: A. Cutter, 1874–82, 5 v., $25; bulletin of additions, 25 c. per year.—*Boston Public* library: Bates Hall indexes, 2 v.; and catalogues of the Ticknor, Prince and Barton collections.—*Brooklyn* library, analytical and classed, authors, titles,

subjects and classes, comp. by S. B. Noyes. A painstaking piece of work, $7.—*Cleveland* public library, alphabetic catalogue of English books, comp. by W. H. Brett, 1889.—*Milwaukee* public library, systematic catalogue, with alphabetical author, title and subject indexes, comp. by K. A. Linderfelt and T. H. West, 1885, $3.50; quarterly index of additions.—*Peabody Institute* library, Baltimore, 4 vols., A–R., 1883–89.—*U. S. Library of Congress*, Alphabetical author catalogue, *new ed.*, 1880, 2 v.; index of subjects, 1869, 2 v.

*See also* K. A. Linderfelt's report on "Catalogues and classification," in *Lib. Jour.*, v. 15, no. 12.

*German and French.*

GEORG, C., and OST, L. Schlagwort-Katalog: verzeichniss der bücher u. landkarten in sachlicher anordnung, 1883–87. Hanover, Fr. Cruse, 1888. 32.50 marks.

The most serviceable of German bibliographies. A list of all the books and maps of 1883–87 entered under their subjects, or more strictly their catchwords, in alphabetic order, with, on the whole, a satisfactory system of cross-references. It has been carried forward in two annual supplements, called "Praktische büchərkunde," published in weekly parts, but now discontinued.

GESAMMT-VERLAGS-KATALOG des deutschen und mit diesem in verkehr stehenden ausländischen buchhandels, bearb. von A. Russell. Münster, 1881–90. 16 bde.

Complete Publisher's Trade-list or Reference Catalogue of the German Book Trade. There have thus far been published about 130 parts, completing Germany, Austria-Hungary, and Switzerland. 14 vols. are now ready, and the 15th vol., covering the *Ausland*, and a supplementary vol. embracing the period from 1881 to 1891, are in preparation, and may be expected shortly. 55 pf. per part. Price to be raised when work is completed.

HEINSIUS, W. Allgemeines Bücher-Lexikon, oder vollständiges alphabetisches verzeichniss der von 1700 bis ende 1888 in deutscher sprache erschienen bücher. Leipzig, A. Brockhaus, 1890. 18 v. 400 marks.

HINRICHS' Fünfzehnjähriger Bücher-Katalog, 1851–1865, bearb. v. Büchting u. Baldamus. Leipzig, J. Hinrichs. 56 marks.

—— Fünfjähriger Bücher-Katalog, 1866–1870, bearb. v. Büchting. 18 marks.

—— —— 1871–1875, bearb. v. Haupt. 27 marks.

—— —— 1876–1880, bearb. v. Haupt. 33 marks.

—— —— 1881–1885, bearb. v. Haupt. 42 marks.

—— —— 1886–1890, bearb. v. Haupt u. Weise. [*Now issuing.*]

Continued by HINRICHS' three- and six-monthly catalogues, and the monthly lists in the *Börsenblatt*. Since January, 1891, the *Börsenblatt* monthly lists have been published separately in pamphlet form.

KAYSER, C. G. Vollständiges Bücher-Lexikon, enthaltend die von 1750 bis ende 1890 in Deutschland und angrenzenden ländern gedruckten bücher; mit sachregister zu 1750–1832. Leipzig, T. O. Weigel, 1834–91. 26 v., 4°, *net*, 243 marks.

T. O. Weigel has started a new series, called "Systematisches verzeichniss der hauptwerke der deutschen literatur 1820–82," which will in a measure serve as a subject-index to the author-catalogues of Kayser and Heinsius. Of this two volumes have been published, one by Mollat, covering the branches of political and juridical science, the other, by Fromm, history and geography. Kayser's Lexikon will be continued in quadrennial parts.

OTHMER, G. Vademecum des Sortimenters: zusammenstellung der wissenswürdigsten erscheinungen von anbeginn der druckkunst bis 1878. 3. aufl., nebst nachtrag, 1878–1884, bearb. v. C. Georg u. L. Ost. Hanover, Fr. Cruse, 1885. 2 v., 16°, 18 marks.

An excellent guide to German classical literature and *belles-lettres*.

REHER, Aug. Titel-Verzeichniss der Neuen Erzählenden und Volkstümlich-Wissenschaftlichen Werke, nach Schlagwörtern geordnet. Altona, A. C. Reher, 1887. 8°, 6 marks.

A list of all German novels, including translations, and the principal works in history, biography and geography, in the alphabetic order of their titles. A unique work, of great practical value, which has been very skilfully done.

WEISSBACH, H. Hand-Katalog des Sortimenters: ein nach schlagworten geordnetes verzeichniss der hauptsächlichsten erscheinungen der letzten 25 jahre. Weimar, H. Weissbach, 1889. 8°, 10 marks.

LORENZ, O. Catalogue général de la librairie française (par ordre alphabétique des noms d'auteurs, et table classée par ordre alphabétique des matières), 1840–1885. Paris, O. Lorenz, 1867–88. 11 v., 8°, pap., 330 fr.; hf. mor., 374 fr.

QUERARD'S various bibliographies, "La France littéraire" and "La littérature française contemporaine," (Paris, Firmin Didot Frères, 16 v., 216 fr.,) precede Lorenz and cover the period from 1700–1849.

THE CERCLE DE LA LIBRAIRIE publishes as a supplement to the *Bibliographie de la France* an annual list of books published in France. It contains short titles and subject references.

K. NILSSON ET CIE., 8 Rue d'Alger, Paris, continues the "Catalogue mensuel de la librairie française," established by O. Lorenz in 1876. With yearly index, 4 fr.

C. REINWALD, 15 Rue des St. Pères, Paris, also publishes a useful monthly catalogue of French publications. 3 fr.

TRADE JOURNALS.

THE AMERICAN BOOKSELLER, published in the interests of booksellers, stationers and newsdealers. N. Y., 3 Mission Place. *Fortnightly.* 4°, $2 per year.

AMERICAN STATIONER: devoted to the interests of the stationery and fancy goods trade. N. Y., 126 Duane Street. *Weekly.* $2 per year.

BIBLIOGRAPHIE DE LA FRANCE: journal général de l'imprimerie et de la librairie. Paris, 27 Rue Grégoire-de-Tours. *Weekly.* 18 fr. per year.

With the following supplements which may also be had separately: Table alphabétique de la bibliographie. 5 fr. per year; Table systématique de la bibliographie, 2.50 fr. per year. These latter, published at the end of the year, form an annual catalogue of the books published in France.

THE BOOKSELLER: a newspaper of British and Foreign Literature [with which is incorporated *Bent's Literary Advertiser*]. Lond., J. Whittaker & Sons. *Monthly.* 5 *s.* per annum.

*The Bookseller's* specialty is a department of brief book notices which no other English book-trade journal gives so compactly. Its book list is arranged under subjects.

BÖRSENBLATT für den deutschen buchhandel und die mit ihm verwandten geschäftszweige. Leipzig, Geschäftsstelle des Börsenverein der deutschen Buchhändler. *Daily.* 20 marks per year.

Established in 1833. This is the only daily paper devoted exclusively to books published in any language.

DEUTSCHE BUCHHÄNDLER-AKADEMIE: organ für die gesammt-interessen des buchhandels und der mit ihm verwandten gewerbe. Weimar, H. Weissbach. *Monthly.* 8 marks per year.

Contains much practical information, though considerable space is given to the history of the book trade.

GEYER'S STATIONER: devoted to the interests of the stationery, fancy goods and notion trades, paper manufacturers and dealers in paper-makers' supplies. N. Y., 63 Duane Street. *Fortnightly.* $2 per year.

INTERNATIONAL BOOKSELLER. N. Y., Clinton Hall, Astor Place. *Weekly.* $1 per year.

NEWSMAN: a journal for publishers, booksellers and newsdealers. N. Y., 1285 Broadway. *Monthly.* $1 per year.
Useful to those who deal in periodical literature.

THE PUBLISHERS' CIRCULAR and general record of British and foreign literature: containing a complete alphabetical list of all new works published in Great Britain, and every work of interest published abroad. Lond., Sampson Low, Marston & Co. *Weekly.* 4°, $2.75 per year.

THE PUBLISHERS' WEEKLY: the American book-trade journal, founded by F. Leypoldt. N. Y., 330 Pearl Street. $3 per year.

STATIONER AND PRINTER: devoted to the interests of the stationery, printing and kindred trades. Chic., 185 Dearborn Street. *Fortnightly.* $2 per year.

LITERARY JOURNALS.

THE ATHENÆUM: journal of English and foreign literature, science, the fine arts, music and the drama. Lond. *Weekly.* 4°, 3*d.* per week.

DIAL: journal of current literature. Chicago, Ill., A. C. McClurg & Co. *Monthly.* $1.50 per year.
Gives excellent original reviews, written by authorities on the subjects treated by the books; also comprehensive briefs on new books.

CENTRALBLATT für Bibliothekswesen, hrsg. unter ständiger mitwirkung zahlreicher fachgenossen des in- und auslandes, von Dr. O. Hartwig. Leipzig, O. Harrassowitz. *Monthly.*
Of chief interest to antiquarians, scholars and librarians. Its departments contain excellent notices of new bibliographical works, information as to library economy, etc.

THE CRITIC [with which is incorporated *Good Literature*]. N. Y., The Critic Co. *Weekly.* $3 per year.
Fairly representative. It gives extended notices to the important books, and makes brief mention of minor publications. Has also a department of Shakespeariana, edited by Dr. W. J. Rolfe.

CURRENT LITERATURE: a magazine of record and review. N. Y., Current Literature Pub. Co. *Monthly.* 8°, $3 per year.
An eclectic magazine, skimming, rather than dipping into, current thought and the literature of the day. It serves the purposes of a scrap-book in which is permanently preserved the best of what appears in the daily press.

LIBRARY JOURNAL: official organ of the American Library Association; chiefly devoted to library economy and bibliography. N. Y., 330 Pearl Street. *Monthly.* $5 per year.
Gives much practical information that may benefit booksellers indirectly. Contains, also, valuable bibliographical lists, lists of anonyms and pseudonyms, catalogues, indexes and lists of changed titles.

THE LITERARY NEWS: an eclectic review of current literature. N. Y., Office of "The Publishers' Weekly." *Monthly.* $1 per year.
A comprehensive survey of all the books of the month. The opinions of the best authorities are quoted on the important books, and from such as are illustrated a characteristic picture is given. A full-priced and annotated list of the books of the month, gossip about authors and books, and advance notes of forthcoming publications are given in each issue.

LITERARY WORLD. Bost., 1 Somerset Street. *Fortnightly.* $2 per year.
An authority on literary matters, to which it is exclusively devoted.

THE NATION: a journal devoted to politics, literature, science and art. N. Y., 208 Broadway. *Weekly.* $3 per year.
Gives decidedly the best and most reliable reviews of any journal in this country. Unfortunately it covers only a select list of books, and is generally late in publishing reviews.

TRÜBNER'S RECORD: a journal devoted to the literature of the East, with notes and lists of current American, European and Colonial publications. Lond., Kegan Paul, Trench, Trübner & Co. *Monthly.* 2 *s.*

BOOKSELLER'S REFERENCE LIBRARY.

*Biographical.*

ADAMS, O. F. Brief handbook of American Authors. 2*d ed.* Bost., Houghton, Mifflin & Co., 1885. 12°, 75 c.

—— *Same*, English Authors. 2*d ed.*, 1885. 75 c.

ADAMS, W. D. Dictionary of English Literature; being a comprehensive guide to English authors and their works. N. Y., Cassell Pub. Co., 1880. $1.50.

ALLIBONE, S. Austin. A Critical Dictionary of English Literature, and British and American Authors, living and deceased, from the earliest accounts to the middle of the 19th century, containing 30,000 biographies and literary notices with 40 indexes of subjects. Phil., J. B. Lippincott Co., 1863–71. 3 v. 8°, $22.50.
A laborious and valuable "Author" catalogue, notwithstanding its errors and omissions, with lists of published works, accompanied by brief biographical and critical notes; extracts from standard authors, etc. It is useful biographically as well as bibliographically, but as there was an interruption in the printing, the user must bear in mind that up to the letter O the record is not later than 1858, while after that it is in some parts as late as 1870. The author frequently gives under another writer, whom he may be treating of, sometimes with appositeness and sometimes not, addenda to articles which had already passed into print.

ALLIBONE, S. Austin. Supplement to Allibone's Critical Dictionary of English Literature and British and American Authors. Containing over thirty-seven thousand articles (authors), and enumerating over ninety-three thousand titles. By John Foster Kirk. Phil., J. B. Lippincott Co., 1891. 2 v., 8°. $15.
This supplement brings the subject down to about 1888.

APPLETON'S Cyclopædia of American Biography, ed. by J. G. Wilson and Prof. J: Fiske. N. Y., Appleton & Co. 6 v. *ea.*, $5.
By far the most comprehensive and authoritative dictionary of the men and women of note who have lived in America, whether north or south of the Isthmus.

BRÜMMER, F. Lexikon der deutschen dichter und Prosaisten, bis zum ende des 18. jahrh., 1 v.; des 19. jahrh., 2 v. Leipzig, Philip Reclam, jun. 16°, 4 marks.

CUSHING, W: Anonyms: a dictionary of revealed authorship. Cambridge, Mass., 1889. 4 pts. 8°, *ea.*, pap., $5.
Supplements "Initials and pseudonyms." List of books or pamphlets published anonymously, whose authorship is revealed, with some biographical data, date of the publication of book, etc.

CUSHING, W: Initials and Pseudonyms: a dictionary of literary disguises. 1st and 2d ser. N. Y., T. Y. Crowell & Co., 1885–'88. 2 v. 8°, pap., $8.
1. Index of about 12,000 initials and pseudonyms. 2. About 7000 real names of authors answering to the pseudonyms, with brief notices, dates of the writer's birth and death.

DRAKE, Francis S. Dictionary of American Biography. Bost., Houghton, Osgood & Co., 1879. 8°, $6.
Gives nearly 10,000 names.

GILLOW, Jos. Bibliographical Dictionary of the English Catholics from the breach with Rome in 1534 to the present time. 5 v. Lond., Burns & Oates, (N. Y., Catholic Pub Soc. Co.) 8°, *ea., net*, $4.
An extremely valuable key to English Roman Catholic literature.

GRISWOLD, W: M. A Directory of Writers for the Literary Press in the U. S. *3d ed.* Cambridge, Mass., 1890. 8°, $1.

GUBERNATIS, Angelo de. Dictionnaire des écrivains contemporains. Florence, L. Niccolai, 1891. 3 v., 8°, 45 *fr.*; sewed, 36 *fr.*
This is a greatly enlarged edition of his "Dizionario biografico degli scrittori contemporanei" of 1879. Contains about 10,000 notices.

KÜRSCHNER, Jos., *ed.* Deutscher Litteratur-kalender. Stuttgart, W. Spemann. *Annually.* 5 marks.
A complete list of German authors, giving address, dates of birth and of death, and pseudonym; also list of books published.

MEN AND WOMEN OF THE TIME. 13th ed. of "Men of the Time," ed. by G. W. Moon. N. Y., G: Routledge & Sons, 1891. 8°, $5.
Includes only contemporaries. Contains 2450 biographies.

PHILLIPS, L. B. Dictionary of Biographical Reference, with a classed index of the biographical literature of Europe and America. *New ed.*, [revised by Frank Weitenkampf.] Phil., Gebbie & Co., 1890. 8°, $5.
The most comprehensive single-volume work of reference. The names as a rule are given in the fullest form that occurs in any of the books indexed.

SANDERS, L. C., *ed.* Celebrities of the Century: a dictionary of men and women of the nineteenth century. N. Y., Cassell Pub. Co. 4°, $5.
Published in 1887. Is quite complete within its field.

SMITH, W: Classical Dictionary of Biography, mythology and geography. Bost., Little, Brown & Co. 8°, $6.

—— *Same*, cheaper ed. N. Y., Harper & Bros. 8°. $3.50.

STEPHEN, Leslie, *ed.* Dictionary of [British] National Biography. N. Y., Macmillan. 8°, $3.50 per v.
At present (1891) twenty-four volumes have been published, carrying the work to Haighton.

THOMAS, Jos. Universal Pronouncing Dictionary of Biography and Mythology. *New enl. ed.* Phil., J. B. Lippincott Co., 1886. shp., $12.
An important and most satisfactory work. Contains about 50,000 names. The book is stronger in literary and political than in scientific branches.

VAPEREAU, G. Dictionnaire universel des littérateurs. *5th ed.* Paris, Hachette et Cie., 1880. 8°, supplement 1886.
The most comprehensive work of reference for the period covered. It contains about 7500 notices, and index to 2500 more which have appeared in previous issue.

WELLER, E. Lexicon Pseudonymorum; wörterbuch der pseudonymen aller zeiten und völker. Regensburg, A. Coppenrath, 1886. 8°, 24 marks.

WHEELER, W. A. An Explanatory and Pronouncing Dictionary of the Noted Names of Fiction, including also familiar pseudonyms, surnames, etc. New ed., enl. by G. Wheeler. Bost., Houghton, Mifflin & Co., 1889. 12°, cl., $2.

—— Who wrote it? An index to the authorship of noted works. Bost., Lee & Shepard, 1881. 16°, cl., $2.

THE WRITER PUB. CO., of Boston, has in preparation a full directory of American authors.

*For other works* on the subject consult "HELPS FOR CATALOGUERS IN FINDING FULL NAMES," by C: H. Hull. Reprinted from *The Library Journal*, 1889.

*Classification and Cataloguing.*

CUTTER, C: A. Rules for a Dictionary Catalogue. 2d ed., with corrections and additions. Washington, D. C., Government Printing Office, 1889. U. S. Bureau of Education. Special report on public libraries, part 2.
This is a work whose chief service is to the professional cataloguer, to whom, in fact, it is indispensable; yet certain portions of it are of especial interest to the bookseller. Such are sections 176–77, "Editions;" 178–97, "Imprints;" 213–61, "Arrangements;" and also the seven Appendices, comprising tables of sizes and abbreviations, lists of works of reference, etc.

DEWEY, MELVIL. Decimal Classification and Relativ Index for arranging, cataloging and indexing public and private libraries, and for pamphlets, clippings, notes, scrap-books, etc. *4th ed.* Bost., The Library Bureau, 1891. 8°, $5.
All subjects are grouped into 10 classes numbered with the digits, 0–9, *e.g.*, 5 is Science. Each class is treated as a separate library and divided into 10 divisions numbered likewise, *e.g.*, 51 is Mathematics. Each division has 10 sections, *e.g.*, 513 is Geometry. Many of these sections are further divided so that the most minute topic has its specific number, all after the first three figures being arranged as decimals. Thus 513.55 is "Modern Geometry, Reciprocal Polars." All subjects in the scheme, books on shelves, pamphlets in cases, clippings in scrap-books, cards in catalogues, notes in boxes and trays, etc., are arranged in simple arithmetical order and the full index in a single alphabet enables a novice, according to Mr. Dewey, "to assign the minutest topic to its exact place in the classification or to find anything already assigned by the quickest and cheapest method yet discovered." It has all the advantages and disadvantages of an arbitrary system.

ECLECTIC CARD CATALOG RULES: author and title entries based on Dziatzko's "Instruction" compared with the rules of the British Museum, Cutter, Dewey, Perkins and other authorities; with appendix containing a list of Oriental titles of honor and occupations; by Klas August Linderfelt, Librarian of the Milwaukee Public Library. Bost., C: A. Cutter, 1890. 8°, $1.25 to $2.50.
"Prof. Dziatzko's work," says Mr. Linderfelt, "is a marvel of ingenious condensation, lucidity and completeness. It would have been impossible to evolve out of mere theoretical reasoning such an array of minute directions as to the manner of proceeding in the innumerable variations and peculiarities of bookmaking, which are the result of the vagaries of authors, publishers and printers of the last 450 years, and now contribute their share toward making the life of the conscientious cataloger a burden. On the contrary, Prof. Dziatzko's rules are the outgrowth of the actual passing through his own hands of every one of 340,000 cards and the 330,000 books and pamphlets which they recorded; and the examples he cites are actual existing facts." Taking this as a foundation, Mr. Linderfelt has prepared a manual suited to the needs and habits of the American cataloger, who, in many respects, has very different ideas from his German cousin, and has made it in a way an epitome of all rules by his references to other codifiers.

GRÄSEL, Arnim. Grundzüge der Bibliothekslehre, mit bibliographischen und erläuternden Anmerkungen; neubearbeitung von Petzholdt's Katechismus der Bibliothekenlehre. Leipzig, J. J. Weber, 1890. 16°, 4.50 marks.
A most excellent manual of library science in all its branches, with useful discussions of arrangement, shelving, care of books, etc.

WHEATLEY, H: B. How to Catalogue a Library. (*Book-Lover's Library.*) N. Y., A. C. Armstrong, 1889. 16°, $1.25.
The author is to be congratulated on having presented this usually dry subject in a very readable and entertaining form. His appreciative account of the labors of Sir

A. Panizzi and of the formulation of the famous 91 rules of the British Museum, as well as his discussions of mooted points, deserve to be carefully studied even by non-professional readers.—*A. A. Linderfelt.*

### *Copyright.*

COPYRIGHT—its law and its literature: a summary of the principles and law of copyright with especial reference to books, by R. R. Bowker; and a bibliography of literary property, being a catalogue of sixty pages of books and articles on the copyright question, comp. by Thorvald Solberg. N. Y., Office of "The Publishers' Weekly," 1886. 8°, hf. leath., *net*, $3.00.
New edition, revised to date, in preparation.

DRONE, Eaton S. Law of Property in Intellectual Productions in Great Britain and the United States. Bost., Little, Brown & Co., 1879. 1 v. 8°, shp., $6.

GESETZE ÜBER DAS URHEBERRECHT im In- und Ausland, nebst den Internationalen Litteraturverträgen und den Bestimmungen über das Verlagsrecht. Leipzig, G. Hedeler, 1890–91. 3 pts., 8°, pap.
Contains the text (translated into German) of the laws and treaties now in force in every country of the world having copyright laws on their statute-books. The concluding part contains the text of the conventions concluded and in force in 1891 between the following countries: Belgium, Denmark, Germany, France, Great Britain, Italy, Holland, Norway, Austria, Portugal, Sweden, Switzerland, Spain, Hungary. On the whole 22 treaties besides the treaties between Switzerland and France and between Belgium and France, of which notice to terminate has been given, are now in force, the editor of the work having previously been careful to inform himself on this point by inquiry at the Foreign Offices in Brussels, the Hague, Copenhagen, Rome, Berne, Lisbon, etc. This deserves to be emphasized, because treaties, like those between Switzerland and Belgium, Holland and Spain, Belgium and Italy and others, which have expired, continue to be erroneously quoted as still in existence.

MORGAN, J. A. Law of Literature, with American, English, French and German Statutes of Copyright. N. Y., Cockcroft, 1875. 2 v., shp., $12.

PUTNAM, G: Haven, *comp.* The Question of Copyright: a summary of the copyright laws at present in force in the chief countries of the world. N. Y., G: P. Putnam's Sons, 1891. 12°, (Questions of the day ser., no. 67.) $1.50.

Besides the foregoing, we may recommend to the student of the subject the excellent little volume containing French texts of current copyright laws, entitled "CODE GÉNÉRAL DES DROITS D'AUTEUR, par Charles Constant," (Paris, 1888); the very valuable compilation by Lyon-Caën and Delalain, "LOIS FRANÇAISES ET ÉTRANGÈRES SUR LA PROPRIÉTÉ LITTÉRAIRE ET ARTISTIQUE," (2 v. 8°, Paris, 1889); and the "REPORT OF THE ENGLISH COMMISSION ON COPYRIGHT," of 1878, which, together with the "MINUTES OF EVIDENCE," is the most important book in the English language relating to the history of literary property and its protection.

### *Dates, Facts, etc.*

BREWER, E. C. Reader's Handbook of Allusions, References, Plots and Stories. Phil., J. B. Lippincott Co., 1880. 12°, $3.50.
Gives in a few lines the tale of the best known epic poems of ancient and modern times, the plots of novels and plays, ballads and romances, and short biographical sketches of their respective authors. Two appendices: (1) Authors and dates of dramas and operas; (2) Dates of poems, novels, etc., referred to in the book.
Brewer's other books, "Dictionary of Phrase and Fable" and "Historic Note-Book," are useful, but of less importance to the bookseller. The former has a Bibliographical appendix of English and American authors, with list of their works.

CHAMBERS, R., *ed.* The Book of Days: a miscellany of popular antiquities in connection with the calendar, including anecdote, biography and history, curiosities of literature and oddities of human life and character. Lond. and Edinb., W. & R. Chambers; Phil., J. B. Lippincott Co., 1879. 2 v., 8°, $7.

HAYDN'S DICTIONARY OF DATES and universal information relating to all ages and nations. *20th ed.*, containing the history of the world to the autumn of 1891. N. Y., G: P. Putnam's Sons, 1892. 8°, $5.

REDDALL, H:, *comp.* Fact, Fancy and Fable: handbook for ready reference on subjects commonly omitted from cyclopædias. Chic., A. C. McClurg & Co., 1889. 8°, $3.50.
Gives notes on personal soubriquets, familiar phrases, popular appellations, geographical nicknames, literary pseudonyms, mythological characters, red-letter days, political slang, contractions and abbreviations, technical terms, foreign words and phrases, Americanisms, etc. The best modern work on the subject.

THORNE, Robert, *ed.* Fugitive Facts: an epitome of general information obtained in large part from sources not generally accessible and covering more than a thousand topics of general interest and frequent inquiry. N. Y., A. L. Burt, 1889. 8°, $2.

WHEELER, W: A. Familiar Allusions: a handbook of miscellaneous information, completed and edited by C: G. Wheeler. Bost., Ja. R. Osgood & Co., 1882. 8°, $3.
Gives names of celebrated statues, paintings, palaces, country seats, ruins, churches, ships, streets, clubs, natural curiosities, etc., with descriptive notes and memoranda.

### *Directories.*

ADRESSBUCH DES DEUTSCHEN BUCHHANDELS und der Verwandten Geschäftszweige (begründet von O. A. Schulz). 53 Jahrg. 1891. Leipzig, Geschäftsstelle des Börsenvereins der deutschen Buchhändler, 1881. 8°, 12 marks.
List of booksellers in Germany, with a select list of those in France, Great Britain, Denmark, Belgium, Switzerland, South America, Africa, Asia, etc. Contains also a list of bibliographies and booksellers' helps —especially full as to European publications.

ADRESSBUCH DER BIBLIOTHEKEN Deutschlands mit Einschluss von Oesterreich-Ungarn und der Schweiz. Neu hrsg. von Dr. Jul. Petzholdt. Dresden, G. Schönfeld, 1873. 13.50 marks.
A new directory of the Scientific Libraries in Germany is being compiled by Dr. Schwenke, of the University Library, Goettingen.

AMERICAN COLLEGE DIRECTORY. St. Louis, Mo., C. H. Evans.
Quarterly and in annual volumes.

ANNUAIRE DE LA LIBRAIRIE, de l'imprimerie et des professions qui concourent à la publication des œuvres de la littérature [Directory of the booksellers in France]. Paris, Cercle de la Librairie, 117 Boulevard St. Germain, 1890. 9 fr.

BOOK COLLECTORS.—Mr. Quaritch proposes to issue a dictionary of English book collectors from the earliest times to the present. It will give the chief dates and facts of each collector's life, some particulars of the more important works which he collected, and a brief account of the fate that overtook his library after his death.

CASPAR, C. N., *comp.* Caspar's Directory of the American Book, News and Stationery Trade, wholesale and retail. Milwaukee, Wis., C. N. Caspar. N. Y., "The Publishers' Weekly," 1889. c. 8°, hf. leath., *net*, $12.
Comprises the publishing, subscription, retail book, antiquarian, news, map, art; music, manufacturing, jobbing and retail stationery; blank-book and paper manufacturing business, and general jobbers in above lines in

the United States and Canada. The work is divided into six parts, as follows: Part I., all dealers in a general alphabet, giving specialties, firm changes, approximate commercial standing, post-office address, etc. Part II., digest of the trade lists of book, subscription and music publishers. Part III., digest of the trade lists of manufacturing and jobbing stationers and blank-book and paper makers. Part IV., publishers and manufacturers arranged geographically, by states and territories. Part V., separate alphabetical lists of publishers, book jobbers, booksellers, antiquarian booksellers, news companies, newsdealers, art emporiums, music dealers, manufacturing, jobbing and retail stationers, blank-book and paper makers, etc. Part VI., theory and practice of the book, news and stationery trade, with list of trade bibliographies and trade journals, etc. A supplement, embracing all changes, corrections and additions of firms up to date, is in preparation.

CLEGG, Ja., *ed.* Directory of Second-hand Booksellers and list of public libraries, British and foreign. *3d ed.* Rochdale, Eng., Ja. Clegg, [N. Y., Brentano's,] 1891. 12°, cl., 6 *s.*

This edition has been considerably extended and now ncludes every country in the world. A list of publishers and book collectors has been added. The list of "Fictitious and Real Names of Authors, Initials, etc.," has also been made more complete and accurate, but appears to be mainly a selection from Cushing's excellent work, without trace of original investigation. The list of second-hand booksellers is remarkably full and satisfactory, at least as regards the English booksellers; while the list of libraries, other than English, is scant and unreliable. In addition to the foregoing a large amount of useful general information relating to books, etc., is included.

DEUTSCHER JOURNAL KATALOG mit ca. 2000 titel deutscher zeitschriften, classificiert u. mit preisangabe. Leipzig, O. Gracklauer. *Annually.* 60 pf.

DIRECTORY OF UNIVERSITIES, Colleges, Academies and Leading Private Schools in the United States. N. Y., The Writers' Pub. Co., 1891. 8°, *net*, $18.

Contains 2500 names and gives (*a*) the President or Principal, (*b*) the number of instructors, and (*c*) the number of students.

FRENCH PERIODICALS and Newspapers, with net prices at which the same are furnished to booksellers. Paris, H. Le Soudier. *Annually* Gratis.

GEYER'S Reference Directory of the Booksellers and Stationers of the U. S. and Canada; also book publishers, bookbinders, lithographers and manufacturers of stationers' supplies. N. Y., M. Shirley Geyer, 1889. 8°, $10.

A useful directory. An edition revised to date is nearly ready.

LIBRARY LIST: A List of Public Libraries in the United States and Canada of over 1000 volumes, with classification by size and name of librarian. N. Y., Office of "The Publishers' Weekly," 1887. 8°, hf. leath., *net*, $3.50. *o.p.*

The Dept. of the Interior (Bureau of Education) in 1876 printed an important report on the Public libraries in the U. S., giving their history, condition and government. This is out of print, but copies occasionally turn up. To be complete it ought to be in two parts. In 1888 the same department printed, as chapter 18 of the "Report of the commissioner of education, 1886-87," a list of all the libraries in the United States.

MAY'S BRITISH AND IRISH PRESS GUIDE: containing all the daily, weekly and other newspapers, periodicals, magazines, reviews, etc., issued in Great Britain and Ireland. Lond., F. L. May, 159 Piccadilly. *Annually.* 1 *s.*

RICHTER, P. E., *comp.* Verzeichniss von Bibliotheken mit gegen 50,000 und mehr Bänden. Pt. 1: Deutschland, Oesterreich-Ungarn, Schweiz, England, Nordamerika. Leipzig, G. Hedeler, 1891. 8°, pap., 3 marks.

Gives in most cases the number of volumes, the standing and the specialty of the library.

ROWELL, G: P., & Co. American Newspaper Directory, containing prices and classified lists of all the newspapers and periodicals published in the U. S. N. Y., G. P. Rowell & Co., 10 Spruce St. *Annually.* $5.

WHITLOCK, L. L. List of Scientific and Trade Papers. Bost., L. L. Whitlock, Berkely and Tremont Streets, 1889. 8°, 10 c.

*Historical.*

BROTHERHEAD, W: Forty Years Among the Old Booksellers of Philadelphia, with bibliographical remarks. Phil., A. P. Brotherhead, 1891. 16°, cl., $1.

Reminiscences of old Philadelphia booksellers by one who has been himself a bookseller over forty years, and who is well known as the author of the "Centennial Book of the Signers of the Declaration of Independence," etc. The volume also contains a bibliography of William Bradford's books, chapters on Prices and Editions of Books, Men and Books and old Book Collectors.

CHAMBERS, W: Story of a Long and Busy Life. Edinburgh, W. & R. Chambers, 1882. 16°.

Autobiography of W. Chambers, and an account of the work of the firm of which he was senior partner.

CURWEN, H: History of [English] Booksellers, the old and the new, with portraits and illustrations. N. Y., G: Routledge & Sons, 1873. $3.

DERBY, J. C. Fifty Years Among Authors, Books and Publishers, with portraits. N. Y., G. W. Carlton & Co., 1884. 8°, *subs.*, $5.

Gossipy and restricted to the author's own recollections, which are always interesting.

HOUGHTON, MIFFLIN & Co. A Sketch of the Firm of Houghton, Mifflin & Co., publishers, together with a description of the Riverside Press at Cambridge, Mass. Bost., Houghton, Mifflin & Co., 1889. 12°.

HUGHES, T: Memoir of Daniel Macmillan. N. Y., Macmillan & Co., 1882. 12°, $1.50.

KAPP, F. Geschichte des Deutschen Buchhandels, 1 bd.: Geschichte d. deut. buchh. bis in das 17 Jahrh. Leipzig, Börsenverein der deutschen Buchhändler, 1886. 8°, 16 marks.

For history of German book trade and early history of the book trade in general, see also "Archiv für Geschichte d. deut. buchhandels, *hrsg. v. d.* Hist. Commission d. Börsenverein," of which 14 volumes have thus far been published.

KEESE, W: L. John Keese: a biographical memoir. N. Y., D. Appleton & Co., 1883.

John Keese was a well-known New York auctioneer. W. L. Keese is his son and was for some time connected with the book trade.

KNIGHT, C. Shadows of the Old [English] Booksellers. Lond., Bell & Daldy, 1865.

METHODIST BOOK CONCERN. Centennial of the Methodist Book Concern and dedication of the new publishing and mission building of the M. E. Church. N. Y., Hunt & Eaton, 1890. 8°.

ONE Hundred Years of Publishing, 1785–1885. Phil., Lea Brothers & Co., 1885.

Account of the firm of Lea & Co. and its predecessors, Mathew Carey, etc.

ROBERTS, W. The Earlier History of English Bookselling. Lond., Sampson Low & Co. 1889. 12°.

SMILES, S: A Publisher and His Friends: memoir and correspondence of the late John Murray; with an account of the origin and progress of the house, 1768–1843. N. Y., C: Scribner's Sons, 1891. 2 v., 8°, $9.

Mr. Smiles makes his work a succession of episodes in the life of one of the greatest publishers of the 19th

century—that is, one history is followed out to its close before another is taken up. An unusually succinct and clear account is thus given, and new light thrown upon many obscure spots in the history of modern literature; especially is this so of the destruction of Byron's memoirs, of Scott's first relations with Murray, of the starting of the *Quarterly*, etc. Two very fine portraits of the two Murrays are given.

WELSH, C. A Bookseller of the Last Century: being some account of John Newberry, and of the books he published, with a notice of the later Newberrys. Lond., Griffith, Farran & Co., 1885.
Newberry was Oliver Goldsmith's publisher.

*Practical.*

ART of Book Canvassing. N. Y., New York Book Concern. 25 c. *o. p.*
Curious and suggestive, especially to the young canvasser.

WAGGONER, J. F: Practical Trade Hints for the book, stationery and fancy goods trade. Chicago, J. F. Waggoner, 1881. 32°, pap., 10 c.
Directions as to the selection of booksellers' and stationers' stock, hints on window dressing, taking stock, etc.

WEISSBACH, Herm., and EBNER, Th., *eds.* Encyklopädie des Gesammten Buchhändlerischen Wissens. Unter Mitwirkung von Berufsgenossen und Fachgelehrten herausgegeben von Herm. Weissbach und Th. Ebner. 2 v. (about 24 pts.) Weimar, Herm. Weissbach. Per part, *net*, 75 pf. (*In course of publication.*)
Intended to form a complete course of instruction for publisher and bookseller. The first volume contains the theoretical matter, the second the practical.

REFERENCE LIBRARY FOR DEALERS IN SECOND-HAND BOOKS.

BOOK PRICES CURRENT: a record of the prices at which books have been sold at auction. Vols. 1886–87; 1887–88; 1889–1890. Lond., Elliot Stock. 8°, *ea., net*, 27 *s.* 6 *d.*
Indispensable to those who deal in second-hand books. The list is compiled with great accuracy, and has a good index.

THE BOOK-WORM: a magazine of old-time literature [with which is incorporated *Booklore*]. London, Elliot Stock. *Monthly.* 6 *s.* per year.

BRUNET, Jacques. Manuel du Libraire et de l'Amateur de Livres; supplément, contenant, 1° un complément de Dictionnaire bibliog. de J. C: Brunet; 2° la table raisonnée des articles (environ 10,000) décrits au présent suppl. par P. Deschamps et G. Brunet. Paris, Firmin-Didot et Cie., 1880. 8°, 160 fr.
Valuable for its bibliographical data and prices. A book must have a certain prominence before Brunet chronicles it.

BRUNET, Gustave, published in 1891, through Vve. Moquet, Bordeaux, a volume of "Etudes sur la Reliure des Livres, et sur les Collections de Bibliophiles Célèbres." It is an amplification of a pamphlet published in 1873. Its chief value is as a supplement in some sort to the lists of books owned by famous collectors—M. Leroux de Lincy's catalogue of the Grolier Library, for example, and certain of the briefer catalogues contained in M. Quentin Bauchart's "Femmes Bibliophiles de la France." M. Brunet was able to add nearly fifty titles of books owned by Grolier to the list of some three hundred and fifty contained in M. Leroux de Lincy's bibliography.

COLLIER, J. P. Bibliographical Account of the Rarest Books in the English Language. 4 vols. N.Y., D. G. Francis, 1866. 12°. *o. p.* Copies at auction command about $10.

DIBDIN, T. Frognall. Bibliomania; or, book-madness: a bibliographical romance. *New and improved ed.*, to which are added preliminary observations, and a supplement including a key to the assumed characters in the drama. N. Y., Scribner & Welford, 1876. $3.40.

—— The Library Companion; or, the young man's guide and the old man's comfort in the choice of a library. Lond., Harding. 8°, £1 7 *s.*
Severely criticised in Burton's "Book-Hunter" for its omissions.

—— Bibliographical Decameron. Lond., 1817. 3 v., pub. at £7 7 *s.*

—— Introd. to the Knowledge of Rare and Valuable Editions of the Greek and Latin Classics, with an account of polyglot Bibles and psalters, Hebrew and Greek Bibles and the Greek and Latin fathers. *4th ed.* Lond., Harding, 1827. 2 v. 8°.

FITZGERALD, P. The Book Fancier; or, the romance of book collecting. Lond., Sampson Low & Co., 1886. 12°, 5 *s.*

GAUSSERON, B. H., *ed.* Petit Manuel du Bibliophile et du Libraire donnant la valeur actuelle des livres anciens ou modernes recherchés et appréciés, gravures, manuscrits, reliures, etc. Paris, E. Rouveyre, 66 Rue de Seine. *Fortnightly.* 16 fr. per year.
Similar to "Book Prices Current." Indexes of both authors and titles are promised. The first part was published Jan. 1, 1891.

GRAESSE, J: G: T. Trésor de Livres Rares et Précieux, contenant plus de 100,000 articles de livres rares, curieux et recherchés. Dresden, R. Kuntze, 1859–69. 7 v. and supp., 4°.
Covers very much the same ground as Brunet, but includes also a large number of books that are intrinsically valuable without being rare, and for this reason is preferable if a choice must be made between them.

HAZLITT, W. Carew. Handbook to the Popular, Poetical and Dramatic Literature of Great Britain, to the Restoration. Lond., J: R. Smith, 1867. 8°.

—— Bibliographical Collections and Notes. 3d Series, 1883–86. Lond., B. Quaritch. 8°, 24 *s.*
FIRST SERIES, 1867–76. 24 *s.*
SECOND SERIES, 1877–82. 36 *s.*

LACROIX, Paul. Les Amateurs de Vieux Livres, par P. L. Jacob, bibliophile. Paris, E: Rouveyre, 1880. 12°.
Treats of "Les bouquins; Bouquinistes à la mode; Bouquinistes de la vieille roche; Les étalagistes; Les bibliomanes; Les bibliophiles; Les bouquineurs."

LEON & BRO., *comp.* Catalogue of First Editions of American authors, poets, philosophers, historians, statesmen, essayists, dramatists, novelists, travellers, humorists, and others. N. Y., Leon & Bro., 1885. 12°, $1. *o. p.*
A careful compilation, and extremely useful for reference.

LOWNDES' BIBLIOGRAPHER'S MANUAL of English Literature, containing an account of rare, curious, and useful books published in or relating to Great Britain and Ireland, from the invention of printing; with biographical and critical notices, collations of the rarer articles, and the prices at which they have been sold in the present century. By W. T. Lowndes. *Enl. ed. by H. G. Bohn.* Parts I.–X. (A to Z), 3 *s.* 6 *d.* each. Part XI. (Appendix volume), 5 *s.* Or the 11 parts in 4 vols., half morocco, £2 2 *s.* Lond., George Bell & Sons, 1868.
This is the best to have, with all its faults. Lowndes

published the work originally in 1834, and Bohn took up the work, intending simply to revise and add to Lowndes' entries; but as the work went on Bohn extended his scheme, so that the later volumes are much fuller than the first and contain the records of various writers whom Lowndes had ignored. In this respect it is a fairly good register of authors who appeared before 1834; recording for about thirty years later their newer publications and editions of older books. The article on Shakespeare is an excellent Shakespeare bibliography, extending into other languages. It also contains the only convenient record we have of the publications of societies and printing clubs, of private presses, and of similar exceptional issues. The editions for 1864 and 1868 are really new impressions of the edition of 1858, after which no corrections have been made.

NOTES AND QUERIES: a medium of intercommunication for literary men [including bibliographical information, curious notes on authors, folk-lore, etc.]. Lond., John C. Francis. *Weekly.* sm. 4°, 4 *d.*

Useful especially to antiquarians and dealers in rare second-hand books.

QUARITCH, Bernard. General Catalogue of Books and Manuscripts; containing 40,000 articles, fully described with valuable bibliographical notes and prices. Lond., B. Quaritch, 1887-88. Ordinary ed., 8°, 71 *s.* 6 *d.*; *large-paper ed.*, 6 v. 8°, hf. bd., £12 12 *s.*

An index volume was published separately. Only 120 copies have been issued on large paper. Several parts of the ordinary issue are out of print. As an indication of the value of Mr. Quaritch's work the following table of its arrangement is given:

Vol. I.—Manuscripts; Science; Periodicals; Romances.
II.—Music; Games; Bibliography; Fine Arts.
III.—History; Numismatics; Bibles; Classics; Philology.
IV.—Literature—English; French; German; Italian; Spanish; Portuguese.
V.—Geography; Travels; American and Oriental Languages.
VI.—Manuscripts and Topographical Monuments.

SLATER, J. H. Round and About the Bookstalls: a guide for the book-hunter. Lond., Upcott Gill, 1891. 3 *s.* 6 *d.*

WHITNEY, Ja. L. A Modern Proteus, or a list of books published under more than one title. N. Y., Office of "The Publishers' Weekly." *o. p.*

BOOKSELLERS' CATALOGUES ON SPECIAL SUBJECTS.—The following catalogues, issued periodically by dealers in books on special subjects (to which have been added the lists of a few publishers), will be found useful for reference:

ARRANGED ALPHABETICALLY BY NAME OF BOOKSELLER.

*A. Amonesta*, Vienna, Antisemitic. —*Joseph Baer & Co.*, Frankfort a-M., Antiquarian, History, Philology, etc. —*Barnicott & Son*, Taunton, Eng., Rural Economy, Sports.—*Ja. Beale*, Phil., War Literature, Union and Confederate.—*W. E. Benjamin*, N. Y., Art, Autographs.—*W. R. Benjamin*, N. Y., Autographs, mss. —*Benziger Bros.*, N. Y., Roman Catholic generally. —*R. Bertling*, Dresden, Chess.—*J. W. Bouton*, N. Y., Rare books generally.—*E. J. Brill*, Leyden, Oriental, Philology.—*J. Buchanan*, London, Arctic. —*S. Calvary & Co.*, Berlin, Archæology, Classics, Philology.—*C. N. Caspar*, Milwaukee, Wis., Americana, Educational, German literature, Law, Scientific.—*Catholic Publication Society Co.*, N. Y., English and American Roman Catholic.—*Ch. Chadenat*, Paris, Americana.—*F. W. Christern*, N. Y., French belles-lettres and educational; excellent catalogues.—*Robert Clarke & Co.*, Cincinnati, Americana, Law, Medical, Scientific; valuable catalogues.—*Dodd, Mead & Co.*, N. Y., Antiquarian generally.—*E. Dufossé*, Paris, Americana.—*Duprat & Co.*, N. Y., Rare French.—*G. Fischbacher*, Paris, Alpine literature.—*G. Fock*, Leipzig, Theology, Antiquarian —*D. G. Francis*, N. Y., Rare American and English Books, standard sets.—*Henry Gray*, London, Americana, Genealogy, Topography.—*J. Halle*, Munich, Bee culture, Forestry, Freemasonry, Heraldic, Costumes, Roman Catholic.—*Halm & Goldmann*, Vienna, Alpine literature, Military Science.—*Francis P. Harper*, N. Y., Americana.—*O. Harrassowitz*, Leipzig, History, Law, Philology, Theology, antiquarian generally.—*R. C. Hartranft*, Phila., Americana.—*Joh. Chr. Hermann'sche Buchh.*, Frankfurt a-M., Alpine literature.—*J. Hess* Ellwangen Würtemberg, Incunabula antiquarian generally.—*U. Hoepli*, Milan, Italian literature, History, Philology.—*W. R. Jenkins*, N. Y., French, Veterinary. —*Kegan Paul, Trench, Trübner & Co.*, Lond., Oriental.—*Kirchhoff & Wigand*, Leipzig, Law and Political Economy.—*K. F. Köhler*, Berlin and Leipzig. Linguistic, Natural History.—*W. H. Kühl*, Berlin, Architecture, Costumes, Military Science, Sports, Technology.—*H. Laupp'sche Buchh.*, Tübingen, Forestry.—*Ponce de Leon*, N. Y., Spanish, Americana.—*G. Levien*, Leipzig, Freemasonry.—*S. L. Luyster*, N. Y., Rare English Books.—*Luzac & Co.*, London, Oriental.—*W. E. Mickle*, Mobile, Ala., Confederate.—*Mitchell & Hughes*, London, Archæology, Genealogy.—*Mitchell's* (Bowden & Smith), N. Y., Americana, Rare books generally, Autographs and mss.—*Damascène Morgand*, Paris, Rare and curious, many in historic bindings.—*F. Müller*, Amsterdam, Americana. —*Joel Munsell's Sons*, Albany, N. Y., Americana. —*Thos. Price*, Swansea, So. Wales, Welsh.—*Putkammer & Mühlbrecht*, Berlin, Law.—*G. H. Rigby*, Phil., Americana.—*Sabiston & Murray*, N. Y., Veterinary.—*John B. Sampson*, York, Eng., Old Sporting Books.—*J. Scheible*, Stuttgart, Old, rare and valuable.—*Charles Scribner's Sons*, N. Y., Music, and antiquarian.—*Henry Sotheran & Co.*, Lond., "Price Current of Literature," antiquarian generally.—*W. T. Spencer*, Lond., First editions.—*E. & F. N. Spon*, N. Y.; Scientific.—*J. A. Stargardt*, Berlin, Heraldics, Numismatics.—*G. E. Stechert*, N. Y., English, French and German Scientific Books.—*E. Steiger & Co.*, N. Y., Education, Kindergarten, German literature generally.—*Henry Stevens & Sons*, Lond., Old Americana and general antiquarian.—*Thos. J. Taylor*, Taunton, Mass., Local Americana.—*B. G. Teubner*, Leipzig, Greek and Roman classics.—*P. Traynor*, Dublin, Ireland, Irish history and antiquities.—*A. Twietmeyer*, Leipzig, Fine Art, Scientific.—*D. Van Nostrand Co.*, N. Y., Military and Naval, scientific generally. —*T. O. Weigel*, Leipzig, History, Natural Science, Theology.—*H. Welter*, Paris, Americana, Oriental, Philology, Scientific.—*E. S. Werner*, N. Y., Elocutionary, Vocal.—*B. Westermann & Co.*, N. Y., Aldines, editione princeps, German literature, Medicine, Philology.—*John Wiley & Sons*, N. Y., Scientific generally.—*C. L. Woodward*, N. Y., Americana.—*J. O. Wright & Co.*, N. Y., Americana, Early English literature, Extra Illustrated works, Portraits.—*S. H. Zahm & Co.*, Lancaster, Pa., Local Americana.—*A. Zschische*, Leipzig, Numismatics.

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*Alpine Literature:* Fischbacher; Halm; Hermann.
*American Civil War*, (Union and Confederate.) Beale; Mickle.
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ler; Munsell; Rigby; Stevens; Taylor; Welter; Woodward; Wright; Zahm.
*Antiquarian generally:* Baer; Bouton; Dodd, Mead & Co.; Fock; Francis; Halle; Harrassowitz; Hess; Kühl; Luyster; Mitchell's; Morgand; Quaritch, Ruggles; Scheible; Scribner's; Sotheran; Stevens.
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*Autographs:* Baer; Benjamin; Mitchell's; F. Pearson & Co., Lond.; Puttick & Simpson, Lond.; Otto A. Schulz, Leipzig.
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*Early English:* Francis; Luyster; Wright.
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*First editions:* Elkin Mathews, "The Bodley head," Vigo Street, W., London; Spencer; Westermann.
*Forestry:* Halle; Laupp.
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*French literature:* Christern; Duprat; Jenkins; Schoenhof, Boston.
*Genealogy:* Gray; Mitchell & Hughes.
*German literature:* Caspar; Stechert; Steiger; Westermann.
*History:* Baer; Harrassowitz; Hoepli; Weigel; Woodward.
*Incunabula:* Hess; Mitchell's; Quaritch.
*Irish* (literature, history and antiquities): Traynor.
*Italian literature:* Hoepli.
*Kindergarten:* Steiger.
*Law:* Baer; Baker, Voorhies & Co., N. Y.; Boston Book Co.; Caspar; Clarke; Harrassowitz; Kirchhoff; Puttkammer.
*Manuscripts:* Benjamin; Hess; Mitchell's; Quaritch.
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*Military and Naval Science:* Kühl; Halm; Van Nostrand.
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*Natural History:* Köhler.
*Numismatics:* Hess; Stargardt; Zschiesche.
*Oriental:* Brill; Kegan Paul; Luzac; Welter.
*Philology:* Baer; Brill; Calvary; Harrassowitz; Hoepli; Köhler; Franz Thimm & Co., 24 Brook Street, New Bond Street, W., London; Welter; Westermann.
*Roman Catholic literature:* Benziger; Catholic Pub. Soc. Co.; Halle.
*Rural Economy:* Barnicott.
*Scientific:* Caspar; Clarke; Halm; Kühl; Spon; Stechert; Twietmeyer; Van Nostrand; Weigel; Welter; Wiley.
*Spanish Literature:* Ponce de Leon.
*Sports:* Baer; Barnicott; Hess; Kühl; Luyster; Sampson.
*Technology:* Kühl.
*Theology:* Benziger; Catholic Pub. Soc.; Fock; Halle; Harrassowitz; Weigel.
*Topography:* Gray.
*Veterinary:* Jenkins; Sabiston.
*Welsh literature:* Price.

AUCTION CATALOGUES.*—*S. L. Barlow's* collection of rare Americana, sold by Am. Art Ass'n, N. Y., Feb. 3–8, 1890.—*G. Brinley* lib., sold by Leavitt, N. Y., 1878, 1880, 1881 and 1886, with prices, $10.—*H. M. Cable* library, chiefly modern Americana, sold by Libbie, Bost., 1882, 1883, with prices, $3.—*Hamilton Cole* library, sold by Bangs, Apr. 7–9, 1890.—*J. J. Cooke* library, chiefly reference-books, sold by Leavitt, 1883, with prices, $5.50.—*T. W. Field* library of books on the American Indian and Indian languages, sold by Leavitt, 1882, with prices, $2.50.—*R. C. Hawkins'* library of rare Americana, sold by Bangs, N. Y., 1887, with prices, $2.—*R. M. Hoe's* books on printing, sold by Bangs, 1887, with prices, $2.—*Brayton Ives'* library of rare books and mss., sold by Am. Art Ass'n, 1891.—*W. Menzies'* library, sold by Leavitt, 1876, with prices, $3.50.—*H. C. Murphy's* valuable library of Americana, sold by Leavitt, 1884, with prices, $4.—*Charles O'Conor's* large library of law-books, sold by Leavitt, 1885, with prices, $1.50—*A. J. Odell's* bibliotheca curiosa, sold by Bangs, 1878, 1880.—*J. A. Rice's* library, sold by Bangs, 1870, with prices, $3.

* *The Bookmart* for May, 1885, v. 2, p. 573, contains a large list of American book auction sales.

Having caught your hare, the next thing in order is to know how to cook it properly. In other words, having provided the material for a reference library, it may not be amiss now to give a few simple directions as to how to use it so as to evoke its most complete efficiency. For the bookseller who for the present must satisfy himself with the few most important and necessary bibliographical works, such as are published by the office of *The Publishers' Weekly*, the following seems to us the most practical way of using the apparatus.

We will suppose that the bookseller's library consists of Roorbach and Kelly's catalogues, "The American Catalogue" and its supplements for 1876–1884 and 1884–1890, the "Annual Catalogue," 1886 to 1890, the "Publishers' Trade List Annual" and *The Publishers' Weekly*. They might be kept on the shelves in the order named. Keep in the most convenient place the numbers of *The Publishers' Weekly* for the current half year. For easy reference keep the first number of each month containing the index to the previous month's "Record of New Publications" in a separate pamphlet case.

Now, if you have a book to look up and have no idea of the date of its publication, run through the numbers of *The Publishers' Weekly* for the current month, then take the monthly indexes back to January, then the "Annual Catalogue" back to January, 1890, where you meet the "American Catalogue" supplements, in which and the original volume the record is carried back to 1876 and made to include all American printed books which had not then gone out of print. The two volumes of Kelly's "American Catalogue" cover fairly well the ground back to 1860, from whence Roorbach's catalogue gives us a limping assistance back to 1820. Having Kelly and Roorbach on the shelves, one is thus able to run an American publication of the last seventy years to earth in nearly every case, and in an astonishingly short time. And wherever you find the title (if since 1876) you will find a number referring to the "full entry" in *The Publishers' Weekly*, the set of which should also be within reach.

The bookseller who has a more extensive bibliographical reference library, or who is willing to take time and trouble in hunting up information for his customer, will find the following cues practical and timely. They are based on the excellent chapter, "Hints for finding the author, title, publisher, place of publication, date, edition, size or price of books," by C. N. Caspar, in his "Directory of the American Book and Stationery Trades," to which a number of additions and modifications have been made, bringing the information down to date. Mr. Caspar's Directory is especially to be recommended to

the young bookseller for the large amount of practical matter which it contains.

In searching for the record of a book, consider first of all the nationality of the author, or in which country the book may have been published, and whether an original and better edition or a reprint and cheaper edition is wanted.

If the year of publication is unknown, always begin your research in a trade catalogue embracing the latest period, in order to find always the newest, last or revised edition of the book and the latest price of the publisher. A number of books some time after the publication, when the first demand for them is filled, or when a new edition is published, are reduced in price by the publishers, and it will be well, after the title of the book and publisher of the same is found in some trade catalogue, to refer to the *latest* list of the publisher.

Persons wishing to obtain a certain book very often give the title or date incorrectly, state a wrong place of publication or misspell the author's name. In such cases refer to similar titles and names, disregarding the date given.

If the book is supposed to be an American book and not readily found in the "American Catalogue" and its supplements, or Kelly's or Roorbach's catalogues, refer to Low's "English Catalogues," 1835 to 1890, always beginning with the volume embracing the latest period. If not to be found in these, turn to Lowndes' "Bibliographer's Manual," Trübner's "Bibliographical Guide," or Rich's "Bibliotheca Americana."

Should these researches all prove unsuccessful, the book is probably of a very recent date and may be found in the last "Annual Catalogue," or the monthly and weekly "Record of Books" of *The Publishers' Weekly*. A list of new books appears also in the *American Bookseller*, which devotes particular attention to cheap "libraries" and popular literature.

If there is reason to believe that the book wanted is a recent British publication, turn to the last volume of Low's "English Catalogue," or to the latest monthly and weekly records of the London *Bookseller* and London *Publishers' Circular*.

If nothing is known about the book except the author's name and an indefinite indication of its contents, but no title, or perhaps an incorrect title, it will save time first of all to look up the author's identity as regards initials, nativity, period of life, literary fame, etc., and to trace the book accordingly.

The following works are valuable for this purpose: any standard encyclopædia; Allibone's "Critical Dictionary of English Literature and British and American Authors;" Phillips' "Dictionary of Biographical Reference," revised by Frank Weitenkampf; "Appletons' Cyclopædia of American Biography;" Adams' "Dictionary of English Literature," and the library catalogues mentioned in *The Publishers' Weekly* June 20, 1891, page 864.

If merely the title is known, the following works and library catalogues will be found, in this as in many other respects, very serviceable: Adams' "Dictionary of English Literature," Wheeler's "Who Wrote It?;" Brewer's "Readers' Handbook," and "Dictionary of Phrase and Fable;" "American Catalogue" and supplements; Leypoldt's "Digest of American Publications" contained in the "Publishers' Trade List Annual" for 1875; Low's indexes to the "English Catalogue;" Whitaker's "Reference Catalogue of Current Literature," 1874, '75, '77, '80, '85 and '89; weekly and monthly records of *The Publishers' Weekly* and those of the London *Bookseller* and *Publishers' Circular*; the library catalogues of the Boston Athenæum, Brooklyn Library, Astor Library, Library Company of Philadelphia, Faculty of Advocates of Edinburgh, Apprentices' Library of New York, Indianapolis Public Library, Massachusetts State Library, and of the Public Library of Milwaukee.* Also the class-lists of the Boston Public Library, and Mr. Spofford's index catalogue to the Library of Congress and the subsequent volumes of the new catalogue of the Library of Congress.

See also the catalogues of large dealers, arranged according to titles. Very often books can be traced by glancing over the subject entries of the "American Catalogue," Low's indexes, or the larger library catalogues.

If only the place of publication is known and nothing definitely in regard to author and title, address some dealer as named in Caspar's "Directory of the American Book and Stationery Trades," or in Geyer's Directory, residing in that place or State. The same may be done if the author and title are known but the publisher cannot be found, or the book is not obtainable through the ordinary channels of the trade.

For books issued by the U. S. Government refer to Poore's "Catalogue of Government Publications," the appendices in the "American Catalogue" supplements 1876–'84, 1884–'90 (the latter, 1884–'90, being issued in a separate pamphlet), and Hickcox's monthly catalogue of U. S. Government publications. If such books are ordered from the Public Printer at Washington, D. C., before printing, this officer is obliged by

* Mr. K. A. Linderfelt, Librarian of the Milwaukee Public Library, is preparing a general title-index of the narrative literature in the English language, comprising prose fiction, history, biography and travels, which, when out, will supply the answer to a large majority of questions regarding the authorship, publisher and price of such books of which only the title is known, besides furnishing a key to all short stories included under a general collective title.

law to furnish copies of any books issued by the different departments to citizens of the United States at the cost of production. But the government publications may frequently be had for a short time after publication, at the same prices, from the Public Printer or the respective department. A list of dealers in such books is given in "Caspar's Directory."

For the publications of the various States refer to appendix of "American Catalogue" supplement 1884-'90, or address the Secretary of State or State Librarian at the different State capitals.

For books published by literary and other societies see Appendix to "American Catalogue," Supplement, 1884-90. Kelly's "American Catalogue" also contains separate lists of books published by "literary and learned societies" from 1861 to 1871.

Books published for private distribution are generally not catalogued in trade catalogues, but are sometimes found in the library catalogues; they are often procurable from the local booksellers where they have appeared.

To obtain books published in small towns by persons outside of the regular publishing business, write to the local bookseller or to the editor or publisher of a newspaper, some law firm or the postmaster of the place.

For books known to be "out of print" and costly works desired second-hand at a reduced price, make inquiries of the dealers in antiquarian and second-hand books, lists of which may be found in Caspar's and Clegg's directories, or advertise, for American books, in THE PUBLISHERS' WEEKLY, the *American Bookseller*, or *Western Bookseller*; for British publications in the London *Bookseller* or the *Publishers' Circular*; for German books in the *Börsenblatt*; and for French books in the *Bibliographie de la France*. Always state the full title, imprint, etc., of the book wanted, as near as possible. Every bookseller should consider it his duty to read the advertisement column of "Books Wanted" in the above trade journals, and to offer such books to the advertisers as he may have on hand, not charging an exorbitant price for them. The advertiser frequently does not want such books badly enough to pay a high, or even a moderately high, price for them.

Copies of books which are reported "out of print" by the publisher are often obtainable from some jobber or larger retailer in some other city whose stock is not yet exhausted.

Publishers, especially in England, in many instances do not give the date or the edition of their books, and this can then only be found by referring to the records of THE PUBLISHERS' WEEKLY, the "Annual American Catalogue," or Low's annual "English Catalogues." "The American Catalogue," Kelly's and Roorbach's catalogues and Low's "English Catalogue" in many cases also report the date and the edition.

The prices of books are, as mentioned above, in many instances changed by the publisher some time after their publication, or when a new edition appears, and it is advisable to refer to the publisher's newest list before ordering. If a book is out of print it will generally be mentioned in such a list, if its title does not generally appear on the latest publisher's trade list.

Very recent or forthcoming books, not yet recorded in the catalogues or trade journals, should be looked up in the latest announcement of the publishers, generally to be found in the trade journals, particularly in the special-announcement numbers, or in the special lists and circulars issued by the publishers. All catalogues and trade-lists of importance daily received by booksellers should be preserved and filed for reference. A good apparatus for filing catalogues, circulars, quotations of prices, etc., is E. W. Woodruff's patent cases (Washington, D. C.). These are practical and time-saving, especially if around the lists and circulars of each publisher a manilla paper cover is put, of the same size as the inside of the case and marked with the name of the respective publisher at the top of the front page of the cover. All these lists should be arranged in one alphabet, according to the names of the publishers.

When titles of works on a certain subject are wanted, see the subject entries or index volumes to the "American Catalogue" Putnam's "Best Reading," and Robert Clarke & Co.'s special catalogues. For British works see Low's indexes, Whitaker's "Reference Catalogues," "The Best Books," by W. Swan Sonnenschein, and for old publications, the subject part of Watt's "Bibliotheca Britannica." For German works see C. Georg and L. Ost's "Schlagwort-Katalog;" Weissbach's "Hand-Katalog des Sortimenters;" Reher's "Titel-Verzeichniss," and Hinrichs', Gracklauer's and Seydel's special catalogues, Wolf's Vademecums and Steiger & Co.'s lists. For French works see Lorenz's "Catalogue général de la librairie française;" Gerold's special catalogues; Welter's, Nillson et Cie.'s, Reinwald's, Christern's, Schoenhof's and other classified catalogues of large retailers in French books.

Consult in regard to special bibliographies of subjects the list of "Books About Books which Relate to Books," in *The Publishers' Weekly*, June 20, '91, pp. 863-864; also the list of "Booksellers' Catalogues on Special Subjects," in *The Publishers' Weekly*, July 11, '91, pp. 41-42.

As additional and time-saving helps to the indexes of the "American Catalogues" of Low's indexes and other works quoted, the following catalogues may be mentioned:

*For School and Text Books:* the "Educational Catalogue," issued annually by *The Publishers Weekly*; Hall, "Bibliography of Education," issued by Heath & Co.); Classic and Linguistic Catalogue, published by Westermann & Co., N. Y.; Catalogue of educational works in "Year-Book of Education," 1878, 1879, published by E. Steiger; Swan Sonnenschein's bibliography in "Sonnenschein's Cyclopedia of Education," edited by A. E. Fletcher, 1889; Educational and Linguistic Catalogue, issued by C. N. Caspar, Milwaukee; and the lists published by E. Steiger & Co. and F. W. Christern, N.Y. Special lists of miscellaneous British school-books are published by Sampson Low, Marston & Co., Simpkin, Marshall & Co., Henry Frowde (Clarendon Press) and Dulau & Co., all of London. Trübner's "Catalogue of Dictionaries and Grammars" in all languages and Wolf's "Philosoph.-pädagog., Philologisches, and Linguistisches Vademecum," vols. V., VI. and VII. of the series of "Wolf's Vademecum," published by G. Levien, Leipzig, are very useful trade tools.

*For Medical Works:* Robert Clarke & Co., Cincinnati; Lea Bros. & Co., J. B. Lippincott Co., and P. Blakiston, Son & Co., Philadelphia; Houghton, Mifflin & Co., Boston; Vail & Co., Steiger & Co., B. Westermann & Co., and William Wood & Co., N. Y., and some of the larger medical publishers issue good catalogues. Wolf's "Medical Vademecum;" F. H. Brown's "Indexes to Medical Literature" (Cambridge, 1881); Billings' "Medical Bibliography" (Baltimore, 1883); and Billings' "Index Catalogue of Library of the Surgeon-General's Office, U. S. A.," at Washington, and the *Index Medicus*, Detroit, are important.

*For Engineering, Mechanics and Technology:* see the Patent Office library catalogue; Haferkorn & Heise's (Milwaukee, Wis.) "Handy Lists of Technical Literature;" "Catalogue of Modern Works on Science and Technology," issued by Chapman & Hall, London; "Classified and Descriptive Catalogue of Scientific and Technical Books" (G. Phillip & Son, London); Gerold's (Vienna) "Catalogue of English, German and French Works on Technology," embracing the publications of 1865 to 1882. "Wolf's Vademecum," vol. II., on "Natur u. exakte Wissenschaften;" Szczepanski's "Bibliotheca Polytechnica;" and *The Pantobiblion*, published in this country by D. Appleton & Co. Also, the "Special Lists" by Robert Clarke & Co., Cincinnati; E. & F. N. Spon, D. Van Nostrand Company, John Wiley & Son, David Williams, Industrial Publishing Co., and B. Westermann & Co., N. Y., and Little, Brown & Co., Boston.

*For Law:* C. C. Soule's Lawyer's Reference Manual of Law-Books; Caspar's "Practical Catalogue of Law-Books;" O. Mühlbrecht's "Wegweiser durch die neueste Literatur der Staats- und Rechtwissenschaft;" the "Index to the Library of Congress;" Wolf's Juritisch-staatswissensch. Vademecum, vol. III. of the series; L. A. Jones' "Index to Legal Periodical Literature;" and Roorbach's "Bibliotheca Americana," 1820–1852. Also the catalogues of Robert Clarke & Co., Cincinnati; W. Gould & Sons, Albany, N. Y.; Callaghan & Co., Chicago; Boston Book Co. and Houghton, Mifflin & Co., Boston, and the retail lists of other large law firms.

*For Political Education, Government, etc.:* see the valuable "Reader's Guide in Economic, Social and Political Science," edited by R: R. Bowker and G: Iles, published by G. P. Putnam's Sons, N. Y.; the reading list of works on economics in R. R. Bowker's "Economics for the People," N. Y., Harper & Bros.; and the catalogues published by the American Economic Association, Baltimore, Md.; Robert Clarke & Co., Cincinnati; Johns Hopkins Univ., Baltimore, and Houghton, Mifflin & Co., Boston.

*For Theology and Religious Books:* see Hurst's "Bibliotheca Theologica" (Scribner's Sons, N. Y.); F. A. Fisher's "Select Bibliography of Ecclesiastical History" (Heath & Co., Boston), 1886; the chapters on sources and literature in P. Schaff's "History of the Christian Church" (Scribner's Sons); Wolf's "Theologisches Vademecum," vol. IV. of the series; Robert Clarke & Co.'s "Catalogue of Religious and Theological Books;" also the catalogues published by A. D. F. Randolph & Co., E. & J. B. Young & Co., N. Y., and other houses making a specialty of this line of books.

For lists of other special subjects see Part II. of Caspar's Directory, pp. 571–594.

For reference to magazine articles W. F. Poole's "Index to Periodical Literature," the third edition, of 1882, and the supplement, 1882 to 1887, are indispensable, forming for all practical purposes an index to English periodical literature for the nineteenth century. To these should be added the "Co-operative Index," edited by W: I. Fletcher (who also edited the Poole indexes), for 1888, issued in quarterly parts with an author index in one alphabet; the same publication for 1889, which unfortunately, however, has no author index; and the "Co-operative Index to Periodicals" for 1890, which is a complete index in one alphabet arranged on the plan of the original Poole volumes with a direct reference to the date of issue, omitting, however, the "chronological conspectus" figures of Poole's indexes. For current use we may recommend the monthly index to periodicals contained in *Book Chat*, published by Brentano's, N. Y.; the *Review of Reviews*, 13 Astor Place, N. Y., which also includes an index to standard English and

American photographs; and the list of prominent magazine articles in the *Literary News*, published at 330 Pearl Street, N. Y. For reference to the principal articles in daily and weekly journals, see *Bulletin of Newspaper and Periodical Literature*, published by Benj. R. Tucker, Boston. The scheme of the latter is to give under subjects, alphabetically, such articles as appear on those subjects, whether in newspapers or periodicals, whenever the articles possess sufficient value or general interest to warrant such notice.

## THE ARRANGEMENT AND CARE OF STOCK.

THERE is a diversity of opinion as to the proper arrangement of stock for the retail bookstore. Some adhere altogether to arrangement by publishers; others to classification by subject; and others again to an eclectic system. There is something to be said in favor of and against all three. By the first system the retailer finds it comparatively easy to keep himself posted as to his stock, to mark up his catalogues previous to ordering, and by it the book and its publisher become so identified in the bookseller's mind that he has no trouble whatever in finding what he wants when he need go to the publisher's section only. Its disadvantage appears when a customer desires to see books on certain subjects. They have to be gotten together from every part of the store, and the bookseller must solve speedily the very difficult problem of what books he has on the subject and where they are shelved. The customer must wait; if there be delay he may refuse to sacrifice his time, and thus leave the bookseller not only to lose the sale of that book, but possibly to lose a customer as well.

A classified stock overcomes the principal objection to the arrangement by publishers, as it is easy of access to both the bookseller and his customer. Most customers in a bookstore with a classified stock may be left to select for themselves, giving the bookseller an opportunity to wait on others who may want his attendance, thus facilitating his business and saving time to all concerned. The general objection to this system seems to be the difficulty in determining the classes to which most books should belong. The objections, as crystallized in the expression of an experienced bookseller whose opinion was asked on the subject, are as follows:

"There are hundreds of books where hesitation must occur as to where to put them; and when the class has been finally decided, will it be remembered when wanted? Our experience in this matter has been very provoking at times, for after duly examining the work and deciding its proper place, the process of mental reasoning with the book in hand has passed utterly from us when, a month or so afterwards, the work is asked for, and we have only the title to guide us. Then, again, an elaborate classification would be confusing to the majority of clerks unless they were as well posted as the one who puts the books away. Then, too, the chances are that many of the subjects, such as ethnology, embryology and the like, would dwindle down to so very few volumes, that it would be extremely difficult to keep their place in mind. Another very great drawback to this system is the difficulty of keeping up the stock—of marking up, for instance, such catalogues as Houghton, Mifflin & Co., Harper & Bros., D. Appleton & Co., J. B. Lippincott Co. and others. Your stock is all over the store, it requires no end of time and trouble to mark up the list, and the chances are you are not satisfied when through that you have not missed something."

We shall attempt further on to point out how some of these objections may be overcome. Of course, this system requires considerable study and judgment, but certainly what is accomplished every day in the library ought also to be possible to every book clerk of average intelligence.

The eclectic system—that is, the arrangement by publisher and subjects—combines the drawbacks of the other systems with a few of its own. By this method certain subjects are selected—generally those most called for—and all the stock bearing upon a given subject is assigned a certain section of the shelf-room. By it also much stock is left that is not classified, which must therefore be put somewhere else. This dilemma is, as a rule, overcome by putting the remainder of the stock on the shelves under the publisher's name. The perplexity arising from this arrangement is that as neither the classified stock nor that put away by publishers is complete, the bookseller and his assistants are obliged to bear in mind which books are kept under subjects and which under publisher's name. Consequently the bookseller must rely entirely on his memory and his knowledge of books and publishers—a plan which is not generally to be recommended to any but those endowed with a phenomenal memory. As already noted, this plan combines the evils complained of in the other systems, and has only half of their advantages. Neither part of the arrangement is complete, and it makes it extremely difficult and laborious to keep track of separate books when replenishing the stock.

The following outline, showing how a general stock of books in a fairly equipped bookstore may be shelved, arranged and cared for, is the outgrowth of a practical experience of many

years, and actually followed in the management of one of the largest bookstores in this country.

The first important matter to be considered is the shelves on which the books are kept. In most bookstores space is limited, and the shelving should be made to hold and exhibit as many volumes as is possible for the room afforded by the dimensions of the store. To accomplish this, shelves are recommended of the following description: The bases on which the shelves proper are to be placed, and which are put on the floor against the walls, should be made of boards of ⅞ of an inch in thickness and should be about 40

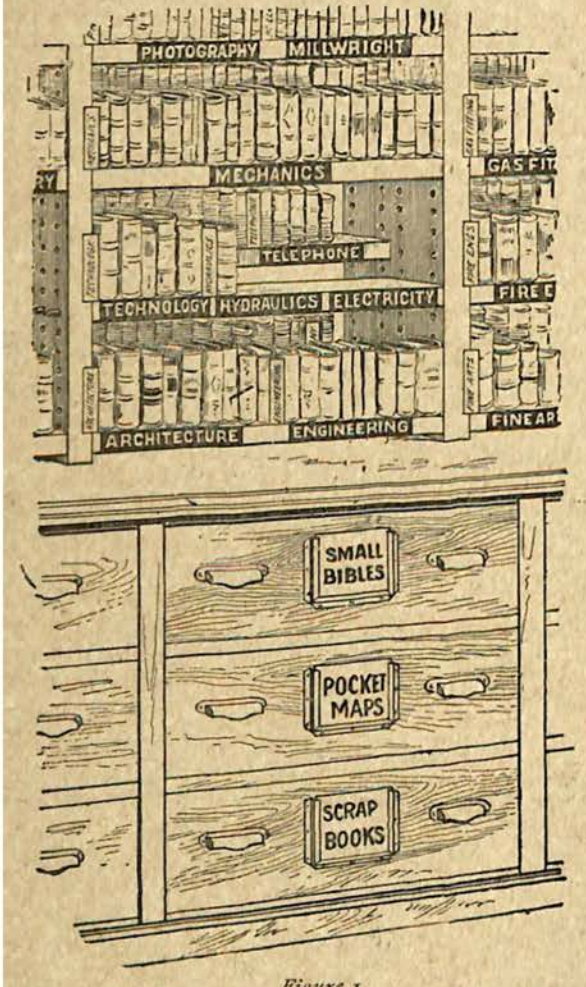


*Figure 1.*

inches high by about 27 inches deep. Let them be provided with drawers not larger than 15 inches in length, 6 inches high and 26 inches deep, to hold all kinds of small books, such as speakers, songsters, prayer-books, etc., stationery, and other articles likely to be called for frequently, and which it is difficult to arrange on the shelves and to keep in order. Every drawer should be labelled, showing its contents. The best manner to make removable labels is to have them written in black ink on white bristol board, applying the "card-holders" manufactured by E. W. Woodruff, 637 Massachusetts Avenue, N. W., Washington, D. C., which are very practicable and quite inexpensive.

The shelving proper, which is to be put on the bases above described, should be 15 inches deep and as high and long as the room permits. The sections of this shelving should be divided by upright boards 1½ inches thick, placed about 3½ feet apart and running from top to bottom. These upright dividing boards hold the shelves, which are arranged about 13 inches apart and on which the books rest. These book-supporting shelves are divided into two shelf boards, each 7½ inches wide, which are placed one before the other, but the one behind about 3 inches higher, in such a manner that they will hold two rows of books of the ordinary size, and so that the titles on the backs of the books of each row can be read without difficulty. To make these two shelves adjustable, have holes bored into the above-mentioned 1½-inch-thick upright boards. The holes (about ⅝ of an inch in diameter) are bored about 1¼ inches apart in four vertical rows, one each about 2 inches from the front and back edge of the uprights, and 2 rows in the middle about 2 inches apart. On the upright boards, forming the two ends of the shelving, these holes are only about ⅞ of an inch deep and only on the inner side. The holes on the inner upright boards may run through—that is, from one side to the other. In these holes round wooden pegs of the same diameter, and about 1½ inches long, are inserted to the extent of half their length, to hold the two rows of shelving, which latter consists of single boards, 3½ feet long, 7½ inches wide and ⅞ of an inch thick, and supported by two of these pegs on each end. In other words, on each end of these boards, at the same distance apart as the holes on the upright boards, half-round grooves are made to enable the shelving boards to rest squarely on the pegs. In this way the shelving can be adjusted by taking the pegs out and replacing them again, making the shelving wider or narrower as may be desired. This system of shelving is adopted by many public libraries and gives perfect satisfaction. It does not cost much more than the ordinary shelving, and permits putting double rows of books, if of ordinary size, one in front of the other, and one row of any other large-sized books ranging from large 8vo to large folio. In the latter case both boards are placed on the same level. (Figure 1.)

To apply labels properly for each section or division of books in the store, the writer has adopted the following system of labelling: All shelf-boards in the store running horizontally are of the same thickness, namely, ⅞ of an inch. The number of labels for the divisions of a stock of books consisting of about 50,000

volumes will not be less than 1000. These labels are made either with white paint or silver bronze on a tin device, which varies in length according to the number of letters required for the label. This device is made of a strip of ordinary tin, about 2½ inches in width, bent lengthwise at two places, so as to form a slide ⅞ of an inch wide, and is japanned on the outside, the lettering being put on by a sign-painter. One of these tin slides, bearing the description of the division, can be put on the front edge of the shelf-boards in a moment, and can also be removed instantly. The flexibility of the tin holds it to the shelf after it is slipped on. (Figure 2.)

*Figure 2.*

As an additional help to finding any division of books on the shelves, a piece of tar board, 4½x4½ inches, is used, to which a tinsmith attaches on one end a slide to hold a slip of card-board, with the inscription written thereon in black ink. This slide is fastened as follows: One edge of the piece of tar board is covered with an inch-wide piece of tin, which is bent together in the middle, slid on the tar board and fastened by the aid of three or four holes, made with a pointed tool on the flat surface on both sides of the tin, in order to attach it solidly to the tar board. The tin slide, which is intended to hold the label, is soldered in the middle to the tin-covered edge of the tar board at a right angle in such a way that the two edges are equidistant from the tar board.

*Figure 3.*

The finished device has the shape of a "T" in cross-section. The slide must be made so as to permit inserting the strip of card-board, containing the descriptive label, on the outer surface and taking out and changing the same when desired. After the label is written, the strip of card-board is fastened in the slide by slightly beating down with a hammer each of the four corners of the bent-over edges of the tin forming the slide. Of these dividing signs about 1500 are necessary for a stock of 50,000 volumes. They are inserted at the beginning of each division of books on one or more shelves, right between the books, as if they were books themselves, the label slide preventing their disappearing between the books. (Figure 3.) This device and that illustrated by Figure 2 are eminently practical, and will amply repay a retail bookseller to put them in.

Of the books just received from the publishers, jobber or other source, one or more copies should be placed for some time on a counter or table especially kept for this purpose in a conspicuous place, so that customers may be able to look over all the novelties that come in. On arrival of a fresh shipment, the books on the table are put on the shelves in their respective departments, and each division and subdivision alphabetically arranged according to authors; or, if the book is anonymously published, under the first word of its title. All copies of such books, of which a number have arrived that are not immediately wanted in the salesroom, should be wrapped up in manilla paper, one or more copies by themselves, and, after being labelled in ink, with the name of the author, title, selling and cost price, they should be taken to the stock-room, in which the same general arrangement of books should prevail as is adopted in the salesroom.

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Whenever possible, the shelving should be so built that the top shelf may be within the reach of an average-sized person. Shelving should not be run clear up to the ceiling, as the bindings of books (especially those in sheep and leather generally), on account of the heat that gathers near the ceiling, will crack and disintegrate in a very short time. If your store is high enough to allow of it, build a gallery around the whole or a part of it. Even then there should be at least a foot or two of space between the top of the shelving and the ceiling. The shelves should be easily accessible to the customer, and never should counters or any other obstruction be placed in front of them that would in the least convey to the mind of the bookbuyer that the shelves are forbidden territory. On the contrary, they should be as open to the customer as the tables, and your patrons should be invited on every occasion to inspect your stock on the shelves at their pleasure. We suspect that more fatal errors are made in this direction by the retailers than they are aware of. Customers in general, and bookbuyers in particular, are naturally timid or diffident in a store, and fearful of getting into places where they are not welcome; and all are more or less impressed with the fact that by tradition the space behind counters and tables is sacred to the storekeeper and his clerks. Do all you can to disabuse the minds of your patrons of this notion, and let it be widely known that all are allowed free access to every part of your store. Impress them with the belief that you have the utmost confidence in them—it will seldom be abused. You may now and again lose a book;

but you will oftener find, here and there in your store, customers taking down a book from this shelf and another from that, until a small pile is built up, the profits on which will amply repay you for the trust you repose in the public at large. If there is anything more gratifying to a book-buyer than to feel that he may browse unmolested in your store, and explore every nook and corner in it, we should like to know it. The retailer wise in his day will encourage it.

In a crowded store much room may be gained by placing skids of shelves under the tables. These will be found useful for holding surplus stock, or any small classification that may be in demand for the moment. Regarding surplus stock, of course the average dealer will be careful of having more than he actually needs. But there are times when the temptation to make an extra five per cent. will be too great to be resisted, and such stock will be laid in. Put such always in the most conspicuous place under your counters, and affix to each lot slips of paper, giving title and price. Every time you pass look at them and remind yourself that there lies the profit of your business. This will probably nerve you to renewed exertion to pass them along to the public. Under no circumstance put such stock where it can't be seen, because of it nothing is more true than "out of sight out of mind." Putting it in some obscure place simply hides your errors of purchase, and creates a disagreeable sinking fund. Of course, we are not now speaking of the surplus of standard or ready-selling stock, which is bought in quantities for convenience, but of "flyers."

Arrange your surplus stock alphabetically—indeed, the alphabetical arrangement should be the keystone of your whole establishment. It is as important a factor in doing business in a bookstore as oil is in the running of machinery. Your classification should begin with A, say on the right-hand side as you enter the store. Beginning in the corner let it run around the store. The subdivisions should also begin with A on the counter shelf at the right-hand corner. Continue the alphabet along each shelf, from section to section, working towards the rear of the store. By following this arrangement, no matter on what system you may keep your stock, you will be able to locate your subjects without difficulty, as well as to find the books in the publishers' sections. Of course, system and order must be insisted upon. Though considerable labor will be required to keep up this arrangement, and though it may necessitate much shifting and changing as new books go to stock, it will be found to pay best in the long run.

No large retail bookstore should be without a stock clerk—we mean one whose principal, if not sole, duty should be to look after the care and arrangement of the books from the moment they enter the store until they are finally sold. It is false economy to do otherwise. It is above all bad policy in the busy season to oblige the salesman to give time to such drudgery and labor, when he should at all times be physically as well as mentally fresh to pay attention to getting the goods out and the money in.

Keep reserve of small shelves, covered with some good material, and made to fit the tables. They will be found handy in rearranging stock, or for displaying any special line. They also add at times considerable room to your tables. Don't be too ready to break up your wooden boxes. Large or small they often come in handy in an emergency as shelves, or aids to decoration.

### STOCK-BOOKS.

The purchasing and re-ordering of books must be regarded as one of the most difficult things encountered in the book trade. To do this systematically and to render it quite a pleasant task, a blank-book, 10 x 12 inches, containing 500 pages, should be used, in which the titles of such books as have been purchased from the publishers, etc., and which have been found desirable to carry in stock, are entered at the time of their arrival. This is done under the heading of each publisher. The blank-book is ruled and printed across two pages as shown below.

In a second blank-book, about 6½ x 10 inches, with index cut through, the titles of the books

*(On the Page to the Left.)*

| Author and Title. | Subject. | Edition. | Date. | Style of Binding. | Publishers' Retail Price. | Our Selling Price. |
|---|---|---|---|---|---|---|
| | | | | | | |

*(On the Page to the Right.)*

| Discount and Odd Copies. | Net Cash Price, Foreign. | Net Cash Price, U. S. Currency. | Publisher, Jobber or Source. | Place of Publication. | Remarks. |
|---|---|---|---|---|---|
| | | | | | |

are entered again in brief: First, under the author; second, the first word of title; third, the subject, stating in each case the publisher and the page of the large book on which full particulars may be found. This affords a clue to all the books a dealer may have purchased with the idea of carrying them permanently in stock, and will prove of great service in re-ordering books. As a matter of course, only such books should be entered here as have been duly inspected as to their merits in a literary sense, or as to their desirability with reference to style or get-up and cheapness, and that are, at the same time, books that are likely to be readily obtainable for some time to come. This system saves considerable time which is at present wasted by many booksellers as often as they undertake to replenish their stock. In case an agent calls on you, from whose house you have previously bought books, you can refer at once to this publisher's list in your book and see at a glance what books on his list you deem desirable. By looking over your stock you can tell whether they are still on hand, or whether it is necessary to order more copies. After having made several entries of purchases from one publishing house, your book will soon tell what you are able to use of the publications of this firm, and the agent, in calling on you, only needs to show you the novelties of the season. Or, on the other hand, if you wish to fill up on a certain topic—say, for instance, electricity—in turning to the index blank-book you will find under that heading all good books which you have handled and know are salable. The title entry is essential in case the author's name has slipped from your memory. Both of these blank-books must be made specially to order. Good ledger paper should be used and the books strongly bound.

### CLASSIFICATION.

The classification of the stock in the store should be as minute and give as many subjects or topics as is possible, considering the nature and number of books on hand. This is absolutely necessary if you wish to be able to show your customer in a moment what books are on hand on any particular subject, about which he may inquire.

In reference to the classification and arrangement of the stock in a store by divisions and subdivisions, the classification adopted in Sonnenschein's "Best Books," new enlarged edition, may be recommended. The following outline will be found serviceable in the classification of a more limited stock. However, a final classification will suggest itself, in each case, from the nature and number of books on hand.

1. Encyclopædias and Works of Reference: Dictionaries, grouping those of each kind and each language together.

   Polyglots; Books in two or more languages intended for linguistic studies.

   Conversation-Books, Interpreters, Dialogues, Grammars of the various languages, etc.

2. Collected Works: Sets of Standard Works, etc., Dickens, Scott, Eliot, etc.

3. History: According to countries and special topics, as Mormonism, Slavery, etc.

   Biography: Under the name of the subject of the book.

   Mythology and Folk-Lore, Antiquities, Archæology.

4. English Literature: History of Literature, Collected Works, Classics, Standard Books, Fine Gift-Books, Drama, Essays, Collections of Poems, Poetry, Prose Writings, Belles-Lettres, Novels, Romances, Wit and Humor, Miscellany.

5. Juvenile Books: Fairy Tales, Fables, Robinsonades, Indian Stories, Tales, Hunting, Travels, Adventures, History, Biography, Natural History, Science and Animals, Books for Boys, Books for Girls, Annuals and Periodicals, Postage-Stamp Albums, Picture-Books; the latter according to the age for which the books are intended.

6. Philosophy: History of Philosophy, Collected Works, Æsthetics, Ethics, Metaphysics, Logic, Psychology, Skepticism, Freethought, Spiritism, Mysticism, Theosophy, Secret Societies.

7. Theology: Protestant Theology in General, Sermons, Various Sects, Church History, Practical Theology, Systematic Theology, Biography, Bibles, New Testaments, Commentaries, Books of Devotion, Prayer-Books. Catholic Theology in the same manner.

8. Scientific Works: Science in General, Astronomy, Botany, Darwinism, Geology, Palæontology, Insects, Mathematics, Microscopy, Mineralogy, Meteorology, Natural History, Ornithology, Physics, Zoölogy.

9. Medical Science: Anatomy and Physiology, Nervous System and Insanity, Chemistry, Dentistry, Diseases of Women and Children, Domestic Medicine, Eclectic Practice, Electric Treatment and Magnetism, Eye and Ear, Fevers, Histology, Homœopathy, Hygiene,

Kidneys, Liver, Heart, etc., Materia Medica, Therapeutics, Toxicology, Medical Jurisprudence, Miscellaneous, Pathology, Pharmacy, Practice of Medicine, Skin, Surgery, Urinary Organs, Venereal Diseases, Veterinary Science.

10. POLITICAL SCIENCE: Statesmanship, Political Economy, Statistics, Sociology, Labor Question.

11. ETHNOGRAPHY: Travels, Political and Physical Geography, Atlases, Charts, Maps.

12. WAR: History, divided by countries and the several wars, Theory and Art of War.

13. ARTS, INDUSTRIES AND TRADES: Architecture, Blacksmithing, Boiler-Making, Brick-Making, Building, Carpentry, Clock-Making, Copperwork, Decoration, Designing, Distilling, Drawing, Dress-Making, Dyeing, Electric Metallurgy, Electricity, Engineering, Engraving, Explosives, Fine Arts, Fire-Engines, Furniture, Galvanism, Gas-Fitting, Geometrical Drawing, Geometry, Gilding, Heating, Hydraulics, Industrial Arts, Inventions, Iron Joinery, Machinery, Mechanics, Mechanical Drawing, Metallurgy, Millwright, Mining, Painting, Patents, Pattern-Making, Photography, Plumbing, Railways, Road-Building, Rope-Making, Roofing, Rural Architecture, Seamanship, Ship-Building, Steam-Engine, Steel Manufacture, Tanning, Technology, Telegraphy, Telephone, Textile Industry, Ventilation, Wells, Watch-Making, Miscellaneous.

14. MERCANTILE SCIENCE: Business Law, Banking, Finance, Money Question, Tariff.

15. AGRICULTURE: Bee-Keeping, Grape Culture, Horticulture, Gardening, Farming, Fruits, Wine, Horses and Horsemanship, Live Stock, Poultry, Rural Architecture, Housekeeping, Cookery and Receipt Books.

16. HANDBOOKS: Amateur Theatricals, Amusements, Angling, Birds, Books for Ladies, Dancing, Dogs, Domestic Animals, Dream-Books, Etiquette, Fortune-Tellers, Games, Hunting, Letter-Writers, Numismatics, Phrenology, Ready Reckoners, Riddles, Sports and Manly Arts, Trick-Books, Useful Tables.

17. SCHOOL-BOOKS: According to the subject classification of the "Educational Catalogue" issued by "The Publishers' Weekly."

18. MUSIC: According to any of the subject classifications of a retail catalogue of the larger music-dealers.

19. LAW: According to the subject classification of any late General Law-Book Catalogue.*

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Judging from a large experience, we believe that the systematic arrangement of the stock by classes, consistently and intelligently carried out, is after all the most satisfactory, notwithstanding the objection as to the difficulty of keeping up stock. Correct classification should be made as much a part of the training of the young bookseller as it is of the librarian; so that no matter what book is called for, its proper location in the store may be as readily determined as it is in the library. Unless this knowledge is required of all who enter the profession, the system, of course, will be successful only in a limited degree. But once it is carried out, the labor of those having charge of the stock will be reduced to a minimum and the worry and indecision of determining where the book might be will disappear.

To enable the stock clerk to watch the stock as closely as possible and to assist him in making up his orders, it has been suggested that at each subject division (in smaller classes two or three might be grouped together) there be affixed a small pad of writing-paper, with a pencil, upon which is to be entered a very brief title of the book sold with the name of the publisher in some easily-comprehended abbreviated form. These are to be gathered after the store closes, and form the material by which the stock clerk may judge of the *status* of the stock under his care. The rule would have to be enforced strictly, otherwise the system would prove most pernicious.

TABLES.

A drawback to the completeness of any arrangement of stock in a bookstore is tables. The stock has to be displayed upon them, and consequently the shelves are depleted to that extent and the stock divided. Memory is the only guide to the books displayed on the tables, and this may be acquired only by looking over the stock as often as possible; otherwise the tables may prove veritable pitfalls for the salesman. It will therefore be seen how much attention must

* The text-books on classification recommended for study by the Library School (Albany, N. Y.) are: "Decimal Classification," by Melvil Dewey, New York State Library; "Proofs and Extracts from the Boston Athenæum Classification," by Charles A. Cutter, Librarian of the Athenæum, Boston; "Rational Classification of Literature," by F. B. Perkins, San Francisco, Cal. (for sale by the Library Bureau, 146 Franklin Street, Boston); "On the Classification of Books," by Lloyd P. Smith; "New System of Classification," by John Edmands, Mercantile Library, Philadelphia, and "System of Arranging and Numbering Books," by Jacob Schwartz, Apprentices' Library, N. Y. City.

be given to them and how closely they must be watched, for they are easy of access to the customers, and, as a rule, the books on them are freely pulled about and often carried from one table to another. As new stock is received it should be displayed on certain tables—say one for new American books, another for new English books and others for poetry, fiction, juveniles, standard miscellaneous books, etc., etc. Such an arrangement will be found helpful to the salesman in finding the books, and will prove attractive and convenient to the customers. The books replaced by new ones may be kept on a second series of tables until their time comes for shelving. Whatever system may be adopted for displaying books on tables, it should be borne in mind that only the older books should go into stock.

We should advise strongly against using a table larger than six feet by three. One that size is easily handled, does not take a large amount of stock and time for its arrangement, and may therefore be readily changed from time to time. Larger tables will prove a serious drawback, because as they take more stock it requires more time to display it attractively. And as the stock on the tables must be changed frequently if the attention of customers is to be attracted, the item of time will prove a serious loss.

Having decided the question of tables, the next question that is asked is, What shall be put on them—new stock only, old stock, or the most salable? This matter has perplexed many old as well as young booksellers. "If the old stock is not to be displayed," we are asked, "what is to become of it? It represents so much money, and no retailer can afford to throw away a dollar. Yet if the tables are filled with old stock they will certainly be unattractive to the customer. If the attractive and constantly-demanded stock is put upon the tables it will be picked up, while the older stock gathers mould. Would there be any loss of sales if they were not displayed at all? Would they not be asked for?" This last question might be answered both ways. They would, and they would not. Popular works are asked for, and more popular books, perhaps, are picked up by the customers merely because they see them or have heard about them, but they would not be likely to ask for them.

One way out of the difficulty would be a judicious blending of old and new books in the same line. For instance, say we have a new book by Howells—"A Hazard of New Fortunes." With it may be placed "A Venetian Journey" and several of his later novels. Or, we have just received Herbert Spencer's new volume, "Justice." With that might be placed his "Data of Ethics," "Social Statics" and whatever else of his there may be in stock. When a customer decides to take one of these new volumes the question might pertinently be asked, "Have you read Howells' 'Dr. Breen's Practice' or 'The Rise of Silas Lapham?'" or whatever other of his books you may have on view. Possibly these have not been read, and so two or three of the old books may go with one of the new ones. Again, if there be, as not infrequently happens, a newspaper discussion of an author or subject, collect all the works you may have on the topic and display them conspicuously on your tables, calling attention to them by an appropriately-worded announcement on your Bulletin-Board. Some of them will go.

BULLETIN BOARDS.

Speaking of Bulletin Boards reminds us that this means for attracting buyers is very sadly neglected. Even those who make use of one rarely know how to make the most of its advantages. It is often crowded with a lot of brief titles, and hung almost out of sight.

The Bulletin Board should be made as attractive as possible and contain fresh matter, or the old announcements rearranged every day. It should be placed in the most conspicuous position—at the door or near the entrance—where it may readily be seen by the passer-by, or when entering the store. A few titles appropriately worded and clearly and tastefully written or printed will accomplish more than a dozen or more bare titles crowded together and indifferently written. The posters and bills furnished by the publishers may be used to advantage in the window or on the available wall space in the store, but should never become part of the Bulletin Board. That should have a character of its own—the more decided the more efficient will it become. We have in mind certain bulletins which so piqued the public that many of them went blocks out of their way to see what so-and-so had to say to-day.

It will be well to study the announcements of the better class of advertisers of the day for peculiarities of style and wording. A few characteristic remarks about a book, catchy headings, etc., it need hardly be argued, will attract more attention than a title alone ever could. In this, as in the window display, special talent is required; but a proper appreciation of the essential features of a new book, a knowledge of the community which is to be addressed, and other self-evident points, combined with a little taste and practice in writing a bold, clear letter, may be acquired by persistent effort, and will be found profitable in more ways than one.

It should be the aim of every bookseller to make his store attractive and to study closely the community which he is to serve, that he may make his display accordingly. If he has a novel-reading constituency he must cater to it; if of a more solid character, then he must stock up in that direction, because on that depends much of his success. But he must not become too one-sided—he must be prepared to meet every demand. It is highly injudicious for a bookseller, especially in small cities and towns, to become identified with but one class of literature, for his limit of growth will soon be reached. And if once it becomes publicly known that only certain lines of books may be had of him, it will require much push and advertising to regain the ground lost.

DUSTING.

One of the greatest enemies of books is dust. If books can be kept in glass cases, provided with sliding doors hanging on brass rollers, they

*Figure 4.*

will be more safely protected against injury and will not so readily become shelf-worn. Many dealers, however, wish to exhibit the books they have in stock to better advantage than by keeping them under glass. Wide-awake dealers want the visitors to their store to have access to the stock, and are pleased to have the books looked over and examined by intending purchasers. For this reason it is best to provide glass cases only for gift-books and books in fine bindings, leaving the rest of the stock free from these barriers. Books seem to collect more dust than any other merchandise, and it becomes quite necessary to dust them very frequently. Cleanliness is a most essential feature in a bookstore, and nothing can be more disgusting than to offer a dusty book to a contemplating purchaser, especially if this happens to be a lady. There is no relief from this constant dilemma except to be on guard and fight the dust daily. Recently a most excellent down-duster (*see figure* 4), having almost the shape of a spade, has been introduced and gives perfect satisfaction. The entire stock must be cleaned daily, or at least every two or three days, with the aid of a good duster. If one of the above dusters is used it is comparatively easy to gain access to every corner, and it will do the cleaning better than feather dusters, because the dust adheres to it and can be carried outdoors. Besides, one is not obliged to take the books down from the shelf. It is unavoidable, however, to take all books from the shelves about every three months, giving them a thorough cleaning, either on the sidewalk or in the yard. Then they should also be newly arranged and put in alphabetical order. There is no other way to keep your stock clean and neat, and to prevent the dust from injuring the books, causing them to become shelf-worn and unsalable. One thing is well worth observing—viz., to sprinkle the floor freely with water every morning before sweeping. Whoever is so fortunate as to have a hard-wood floor will best do away with sweeping altogether, having the floor washed up every evening or early in the morning. Considerable dust can be kept out of the store if the doors and windows are kept closed on very windy days all the year round, except while it rains or when the streets are covered with snow. A single windy day will bring more dust inside your store than would otherwise be collected in a fortnight. When closing the store in the evening, be sure to have all counters and tables on which merchandise is exhibited covered with sheeting, which is not to be taken off in the morning until the store has been thoroughly swept.

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Stores should have a high ceiling, so as to permit the warm air to collect in the unoccupied region above, where no books can be injured by heat. The shelving, as already pointed out, should never be made to reach clear up to the ceiling, as hot air spoils leather bindings more quickly than constant use of the books.

Gas is also very injurious to books, and the introduction of electric light is in this respect a great relief. Though not generally known, it is a fact that gaslight quickly spoils the binding and appearance of books, while the electric light has none of these drawbacks.

Not a few books are also spoiled by exposing them directly to the sunlight. Books that have delicate colored bindings should not be put in the show-window or exposed to the sunlight, even indirectly, if the fading of the binding is to be avoided. Keep books of this kind, as well as all other books in fine bindings, covered with a piece of good manilla paper, folded in around the covers. On the back, where the title of the book is, cut with a sharp knife an opening in the paper, just large enough to allow the title to be read. There are quite a number of bookstores in existence that have not a single volume in stock which does not show traces of being shelf-worn. Many dollars are lost through carelessness in this direction, which might be saved if the books were properly cared for

## WINDOW-DRESSING.

Of the greatest importance, next to the arrangement of the books in the store, is the display in the window—whether it be the diminutive pane of the country storekeeper, or the pretentious plate-glass of his more aristocratic city neighbor. A fact never to be lost sight of is that a neat and striking window display is the very best advertisement a storekeeper can make. Perhaps more people pass your store daily than read any one paper in your town, and your window, if attractive, will be seen every time they pass. This makes it a perpetual advertisement which will have a direct result upon your business.

The art of dressing a window—that is, of placing a quantity of bright, seasonable new articles in a given space—is not a light and insignificant task, but one that requires taste and skill. Indeed, it opens a very wide field for study and improvement, and requires a natural gift in judging color and effect. It will not do simply to stock the window from time to time with good material—it must be done with method and nicety, which may be acquired only by long and close study of the different shapes and sizes of windows, varying shades of light, and constant changes of fashion in design and color. The person engaged in dressing a window must possess more than one idea. He must have more than one way of placing an article. Repetition of design day after day and year after year is much to be deprecated. It is therefore clearly impossible to formulate rules that might be followed for any length of time by the person intrusted with this branch of "keeping store," and we will for that reason restrict ourselves to the following hints, that may help some one to carry out more successfully the better arrangement of the storekeeper's best medium for display of stock:

1.—Have a regular day each week on which to *dress*, not *re*-dress the window. Thus you will have the general average of clear days for your work; for who cannot do better work (especially work of such artistic importance as this) when the sun shines? You may better do it nights than on stormy days.

Simplicity in arrangement as well as in color is desirable. It is a safe rule not to display a great variety of articles in the same window, as a complicated arrangement usually appears confused.

The most effective windows are made by the use of designs which are not intricate, and which are easily understood at a glance. The easiest way to dress a window tastefully is to arrange a *unit*, composed of as many articles as the taste or ingenuity of the dresser may dictate; and to repeat this unit to fill a part of or the entire window.

Where the primary purpose is to display as many goods as possible without much regard to color effect or harmonious arrangement, it is advantageous to dress the window close up to the front, and fill it full enough to entirely cover the space. Where color and form are to be considered, fewer articles may be used, they may be more widely spaced, and should be placed further back. The window should then be at least two shelves, and sometimes four shelves deep; and from three to five tiers high. It may even be still higher, but great height is undesirable, as it makes the display disproportionate, and is rarely effective; besides requiring a great quantity of goods.

In dressing a window with the purpose of getting as much of a show as possible with a few goods, the surroundings should be carefully considered, that is, the background, the light, and the distance from the front. Concerning the latter it may be said, as a rule, that a thinly dressed window should be arranged well back from the glass, and in that case it should have a strong background to bring it out boldly.

A window dressed entirely to the front has no effectiveness as a whole, but depends for its effect entirely upon separate details, for the reason that it has not the requisite distance to give the eye the proper focus; but when the display is withdrawn two or three feet within the glass, the proper focus is obtained and the eye takes in the whole with pleasure. Moreover, the play of light and shade is much more varied and pleasing, the light being softened and diffused. Small stands or trays for the more prominent display of articles placed upon them add materially to the effect of a window.

Crowding should be carefully avoided in window-dressing, especially in the case of articles in which form is an element of attractiveness. It is desirable not to encumber the bottom of a show window with too many small objects. The bottom should serve to a considerable extent as a foil or background against which the articles shown may be strongly relieved and their value thus enhanced. This end is lost by crowding the ground; definiteness is sacrificed, and none of the articles shown are as effective as otherwise. Never forget that the use of a background is to sharpen and strongly define what is placed against it; and that too many articles too closely grouped nullify this purpose. The same loss of effect ensues from allowing one object to overlap another; the outlines are confused and each article loses in effectiveness. Therefore, don't crowd your windows, don't crowd your floors; be particular to have each article clearly defined against the background, and don't allow one ar-

ticle to overlap or stand partially in front of another of the same tone or color. If the colors contrast, the overlapping is not detrimental, because the contrast then serves the same purpose as a background, namely, it defines the form sharply.

Do not bring elaborate forms into contrast if it can be avoided. Every one knows how an effect is "killed" by being brought close to some other effect, perhaps dissimilar in kind. Each article may be beautiful by itself, but becomes almost ugly when brought into comparison with others. "Comparisons are odious" in window-dressing. So well is this artistic principle recognized that the dealers in fine silverware in New York rarely show a large number of pieces at once in a window, and each piece is relieved and separated from the others by a liberal allowance of drapery.

As already emphasized a window display is an advertisement. That advertisement is the best which not only draws attention but sells goods. Remember, therefore, not only should you make your windows bright and pretty, but, in doing so you should use the goods most apt to catch buyers. Your window should, first of all, be handsome enough to cause people to stop to look; and the articles in it should be of a kind to induce them to buy. Merely pretty things that nobody wants are not the things for window display.

Your window must be dressed with seasonable goods, but seasonableness is not the only requisite. The goods shown must be of a kind to excite the curiosity. It is quite useless to go to much trouble to decorate a window with common goods which are so well known that they will attract no attention.

2. Clean the window inside and out, and thoroughly remove every bit of dust. Every bracket and crevice should be carefully dusted. Perhaps no fault is so marked and so soon noticed as carelessness, and it ought to be systematically avoided by the person who is anxious to become an efficient window-dresser. Soiled tickets often spoil the effect that ought to be produced by a well-furnished window. Sometimes dirty cards make the newest goods look unattractive.

Strange as it may seem, there is a right and wrong way to wash windows; and as this operation is usually dreaded, the following method will doubtless be appreciated, as it saves both time and labor: Choose a dull day, or at least a time when the sun is not shining on the window; for when the sun shines on the window it causes it to be dry streaked, no matter how much it is rubbed. Take a painter's brush and dust it inside and out, washing all the woodwork inside before touching the glass. The latter must be washed simply in warm water and ammonia. Do not use soap. Use a small cloth with a pointed stick to get the dust out of the corners; wipe dry with a soft piece of cotton cloth. Do not use linen, as it makes the glass linty when dry. Polish with tissue-paper or old newspaper. You will find this can be done in half the time taken where soap is used, and the result will be brighter windows.

If in cold weather the windows have a tendency to become frosted so as to remain in that condition for days, rub your windows two or three times each week with a cloth dipped in glycerine.

3. Don't overlook the importance of using proper materials for background and floor of window nor the proper disposition of the lights.

The relative merits of white and dark backgrounds are the subject of much dispute. The real test is: Does the drapery bring out the articles shown in strong relief and harmonize with them in tone? For most articles colored draperies of plush are undoubtedly most effective, as they give greater brilliancy and warmth to the window; and they are doubly effective when nickel or brass fittings are used. On the other hand, for very delicate colors, such as pink, pale blue, mauve, heliotrope, etc., white backgrounds are most effective.

In a few cases mirrors form effective backgrounds, as they concentrate the light, sharpen the outlines of objects displayed, and greatly increase the apparent size of the window.

Dark drapery, especially of plush, forms most desirable background, affording the best possible foil for articles relieved against it. A rich and desirable effect may be secured by arranging a brass bar at the proper height, and suspending with rings a curtain of plush or of plum-colored or dark wine-colored drapery silk, of the light flowing texture now so much used.

Either of these would harmonize admirably with almost any bright color placed in front of it, but in case it were desired to display goods of very dark shades care should be used to place them close to some article of much lighter tone, to furnish the required foil.

For the bottom of windows many window-dressers now use loose plush coverings, which can be changed as desired to harmonize with the goods to be displayed. They are usually made much larger than the window, the elevations and wavy lines thus produced adding greatly to the effect of the goods displayed.

As to light, it may be said in general terms that all the light must come from in front, and that any admission of light from the rear, or directly behind the articles shown, completely ruins the effect by confusing the outlines and colors. It becomes important, therefore, especially in an openly dressed window, that a background shall be provided for the double purpose of excluding light from the rear and sharply defining the outlines of articles displayed; and,

moreover, such a background, if judiciously selected, can be made to supply an important color element in itself.

It is impossible to overestimate the importance of proper lighting in window displays. No matter how careful the arrangement or harmonious the coloring, the work of the artist is wasted unless properly lighted. An ordinary gas light in the centre of a window is worse than useless; for it must intervene between the eye and the objects shown, and it dazzles rather than illuminates.

All properly constructed windows have a group of several burners at the top and front of the window, with a large reflector so arranged as to throw the rays of light backward and downward, and concentrate them upon the objects displayed. No other arrangement of light is equally satisfactory.

4. Bear in mind the importance of color. Color is by far the most obvious means for attracting the eye, and a window dressed in colors secures the attention of the passer almost inevitably—far more readily than any merely ingenious arrangement in which color is absent.

Good color effects are difficult to obtain where goods of a variety of colors are used; and window-dressers of the best taste and most experience strongly favor the use of but two or three colors, complementary to each other, and as a rule grouped in large masses.

The following general rules may prove helpful to the window dresser in making selections for his effects : *

*Red* and *violet* do not accord well.

*Orange* and *yellow* accord incomparably better than *red* and *orange*.

*Orange* and *green* do not accord well.

*Orange* and *violet* accord passably.

*Yellow* and *green* form an agreeable combination.

*Greenish yellow* and *violet* blend nicely.

The arrangement of *yellow* and *blue* is more agreeable than that of *yellow* and *green*, but it is less lively.

*Green* and *blue* produce an indifferent effect, but better when the colors are deep.

*Green* and *violet*, especially when light, form a combination preferable to *green* and *blue*.

*Orange-yellow*, when placed by the side of *indigo*, increases its intensity, and *vice versa*.

*Red* amd *green* intensify each other.

*Yellow* and *indigo* combine perfectly.

*Red* and *orange* do not accord well.

*Red* and *yellow* accord pretty well, especially if the *red* is *purple red* rather than *scarlet*, and the *yellow* rather *greenish* than *orange*.

*Red* and *blue* accord passably, especially if the *red* incline rather to *scarlet* than *crimson*.

*Blue* and *violet* accord badly.

When two colors accord badly together, it is always advantageous to separate them by *white*.

*Black* never produces a bad effect when it is associated with two luminous colors.

*Black* and *white* sensibly modify bright colors.

While *gray* never exactly produces a bad effect in its association with two luminous colors, yet in most cases its assortments are dull.

*Blue*, placed by the side of *orange*, increases the latter's intensity and *vice versa*.

5. Don't display the same old books; nor must you put in new ones often enough to soil them. Also, avoid displaying books and fancy goods and stationery together. If you have two show-windows you may display books in the one, and your stationery, fancy goods, toys or whatever else you may keep in stock in the other. If you have but one window alternate the display of books and stationery.

6. Try startling effects—concentrate effects. We recently passed a bookstore with one show-window not quite six feet wide and about two and one-half feet deep. The window was plate glass highly polished. On that day the display consisted of the current magazines, *Harper*, *Century*, *Scribner*, etc. The background and floor covering was old-gold canton flannel, rough side out. The magazines were grouped according to color of cover in stacks; here and there one was opened to a striking illustration. A few days later the window contained a handsomely bound pulpit Bible on top of which was placed a copy of the Thumb Bible. The background and floor covering was rich plush, gracefully draped. Against the back of the larger book rested an opened Finger Testament. Both displays attracted crowds of admiring passers-by. Shortly after, the window was dressed in white—the drapery being a heavy white plush, and the display a certain grade of fine note-paper. The artist having charge of this window, however, was not satisfied with displaying the paper alone—he struck the happy idea of making as nearly as he was able the window an object-lesson in the art of producing that kind of paper. He grouped as artistically as possible the raw materials, pulp and full sheets of the paper as it leaves the machine and before it is folded and cut, labelling each heap. The whole was surrounded by the finished paper in boxes, and spread out in quires and in sheets. In front of the display rested a neatly illuminated show-card, under glass, in a polished red frame, briefly describing the process of making that particular brand of paper, its

* If the sun strikes your window avoid as much as possible displaying for any length of time such books as may be bound in red, maroon, blue, purple or other delicate shades of cloth. The same care should be used in this respect with finely bound books with red and blue labels.

advantages and its price. Another day he hung his window with drab drapery, and filled it with steel pens, displaying the card presented by the manufacturers of a well-known steel pen, showing the process of making a steel pen from the steel plate to the finished article. Still another day he hung his window in a rich maroon plush, and exhibited framed water-colors, engravings and etchings, covering the floor with artists' material.

An expert window-dresser suggests that it is a mistake to make a show-window in which books are to be displayed large and roomy; it should rather be shallow, two and one half, at the most, three feet deep, and about the same space from the ground. That is, it should be so built that any one standing on the floor of the store may be able to reach with ease into every part of the window. Such an arrangement saves time in dressing the window; takes comparatively little stock; and, everything being within easy reach, the goods can easily be taken out if required to be shown to a customer, or for any other purpose.

The shelves should be so made that they can be arranged in any form desired. It is not desirable to make permanent shelves, as such allow of but little variety of arrangement. It is much better to have a number of half-inch boards, about two feet long and six inches wide, smoothly planed on both sides, so that two or three pieces placed end to end would reach across the window. Have enough pieces to make three or four complete shelves, as may be required. Also keep on hand an assortment of empty wooden boxes of various sizes (old ink-boxes may be utilized for this purpose), using the smaller ones for the front shelves and the larger ones for building up the rear shelves. Have cut from lumber known as 3 x 4 a number of blocks five inches long, and from other lumber blocks an inch thick, cut, say, five inches long and three inches wide. These various sizes will be found useful in raising or lowering a shelf to the required height, and, when necessary, in raising any special batch of books above the others. By this means the monotony of a straight row of books may be avoided.

The covering for the shelves, of course, must match the material used in draping the floor, sides and back of the windows, and should be cut into separate lengths, one for each shelf, wide enough to cover it and to hang over, so that it may be seen over the tops or between the books standing on the shelf in front. Have a number of odd pieces, so that should you desire to make a high centre in the middle of a shelf with blocks, you may wrap them up in the material used, carefully smoothing and draping the front view, and placing the books above or around it.

The windows should be made as dust-proof as possible. If the window be lighted inside it will be well to have a glass covering under the light to keep out the dust, as well as to protect the books from the heat and other injurious effects of the gas. If possible the back of the window should be made to lift out, or so that the lower half may be raised or lowered in the sash, that it may be entirely out of the way, and take up no room whatever in the store.

In stocking the windows consider first that it is wise to use such books of which there may be a number on hand, otherwise you may be obliged to disturb the arrangement of your windows in order to get a copy of the book when wanted. The front shelf should be at least a foot or eighteen inches from the window. The space thus left may be utilized in displaying small books with fancy sides, or small sets tastefully arranged. Care must be taken that nothing be placed near the glass, especially in cold weather, so that in case the window becomes damp, the water dripping down will not injure the goods displayed.

It will be found helpful to determine the exact centre of the window, marking the frame at that spot, and to begin dressing the window at that point, placing the first book there and building from that point towards the sides. It will not do to have one side heavier than the other; they must be equal and balance each other in quantity and in color.

If you build high in the centre, you can let the arrangement taper down on both sides to the corners, putting the smaller books there. Having finished this part to your satisfaction, put the front shelf in position, regulating the desired height with the boxes and blocks. It would probably have to be ten or twelve inches high. Drape the shelf so that the felt or flannel, or whatever material is used, will drop to the floor and completely cover the front. Against this may be placed flat books, some to show off the binding, others opened to a characteristic illustration or plate. Aim, whenever possible, to show illustrations, for nothing attracts attention so readily as a picture. It must not be overdone, however, otherwise your store may be mistaken for a print-seller's shop.

Avoid as much as possible straight rows of books all one size. If you wish to show long sets, stack them or arrange them in circles or semi-circles on the floor of the window. Tickets or cards, giving title and price, or calling attention to a new book by so and so, plainly and tastefully written or printed, may at times be desirable, but their every-day use should be discouraged. True, their use does frequently

encourage timid or diffident persons to make a purchase who would hesitate entering the store to make inquiries as to the prices of the books displayed. But this device loses its effect when employed all the year round. Use them rather when you have something new, or when you have a bargain to offer to the public. And whenever you use them make certain that they are clean and fresh, and that the lettering is neat and legible.

Do not crowd the window. Let it be light and artistic. Don't build the back rows too high, as such an arrangement is apt to have a top-heavy look; besides, it is inconvenient in case you have to get out a book that may be in a front row. It is better to reserve the back row for the display of choice books, *éditions de luxe*, and of such books of which but a few copies are in stock. This gives you the double advantage of displaying them to the public that passes the store, as well as being able to show them readily to a probable customer in the store.

In arranging the window with sets it may be necessary to remove the lids from the boxes. If this be done, be careful to mark the name of the set on the inside of the lids and put them under the shelves in the window. Also keep the boxes there, that they will be on hand when the window is rearranged.

* * *

A successful bookseller and stationer advises that a window should be decorated at least three times a week, in order that the goods displayed may be fresh and clean. Begin, he says, by decorating it with stationery and stationery novelties; arrange open boxes of your latest stationery in a semi-circle, and inside of this semi-circle place, according to the size of the window, a few bunches of "engagement" and also "commercial" pencils, tied together with bright ribbons; place a half-dozen of your new inkstands around among the pencils, and try to have all of a different style or design. A calendar, a few pens and novel paper-cutters may also be interspersed among the other goods, but be careful and not have them crowding each other. If there is plenty of room left, place cards, rubber bands, or anything else you may have in this line, around in good order. Do not let this decoration remain more than a few days.

Then treat the passers-by to an attractive display of your books; stand a few of the latest books on end so an observer outside may read the title on the front cover without much trouble or effort; place the others in different positions; do not try to get a hundred books into an inch space. If you have any booklets you wish to display, scatter them among the others in such a way that they may be easily seen. A good background for the window is the crêpe tissue-paper that was recently placed on the market. It can be draped among the books, and it is really wonderful to see how it improves the appearance of the window. It is inexpensive, and may be changed every time the window is decorated. White-covered booklets would surely show up better if placed against a black or dark background. They will be noticed by people across the street, and will naturally attract much attention.

For the third decoration, display your fancy goods, such as pocket-books, bill-books, purses, card-cases and fancy pen-wipers. Use some light color—crêpe, pink or light blue would do—and make the crêpe paper appear draped up in several places and then tied with ribbon to match. You can then arrange your articles to suit yourself, as there is not so much danger of crowding them as the other goods.

* * *

These hints must suffice. Whether they be followed or not, remember not to pile things up in your window. A few books tastefully arranged will make a better effect than a confused mass of books tumbled into the window. Try the effect of the same books arranged in a variety of ways while you are planning your display, and notice how a touch often changes the whole, just as the artist's last shade does his picture. There are dozens of men who can follow in the beaten track, but only a few who know how to hit upon new lines, and success properly brings great satisfaction.

## ADVERTISING.

"'Twas in the newspaper, and all the world now knows about it."

HAVING pointed out the advantages offered by bulletin boards and window display as means for calling attention to your business, we now desire to point out another and more important medium—one that has been left too long disregarded by the majority of booksellers—namely, advertising.

It is a trite remark, the truth of which, however, will not be questioned by the observing business man, that advertising is a modern necessity of business. To lengthen his reach and strengthen his hold upon the demand the dealer must make himself conspicuous. Backwardness or excess of modesty is even more fatal to commercial advancement than it is to the achievements of personal ambition. In order to do this effectively and satisfactorily, there is but one medium—the daily newspaper, or, in small

towns, the local paper. There are other mediums that may be used and must be used; but whether they be used or not the daily newspaper should be made use of regularly, and with as much liberality as possible.

The advantage of being able to communicate directly with hundreds or thousands of people who can buy and are ready to buy what you may have to offer, is certainly not to be overlooked; and that is precisely what every good daily newspaper offers. People who do not read a newspaper would be unlikely to become your patrons through other mediums, and would probably be undesirable or profitless customers after they had been captured by you.

Of late years, we might say for the last fifteen years, advertising in newspapers has been almost entirely disregarded by the bookseller and left to his rival, the dry-goods man, with anything but desirable results, we fear; for while the bookseller claims he cannot afford to advertise and complains of slow trade, the dry-goods man iterates that he could not afford not to advertise, and boasts of a "booming business all along the line."

When the proprietor of one of the largest, if not the largest, of these concerns began advertising his business in an unprecedentedly liberal manner, his rivals declared, "He'll go broke; the business won't stand it." He has quadrupled his advertising since 1875, and doesn't seem to be broken yet. We might quote hundreds of parallel cases, but one seems enough to "point a moral."

Having persuaded yourself that advertising is desirable, indeed necessary, the question arises *how* to do it. It is not an easy matter, and unless one has a special qualification for presenting his facts clearly, concisely and with originality, it had better be left to those who make a profession of writing advertisements. As a successful advertiser once pointed out in *Printer's Ink*:

"'You must *love* your goods to sell them best,' said a famous merchant in my hearing. There you have it! The man who loves his goods—not as a miser but as a merchant—*can* sell them. He can sell them over the counter or through the paper. Suppose his sentences *are* crude, and ungrammatical even. That doesn't count. He talks from conviction. He is in earnest. His belief kindles yours. What more can talking do? What more can advertising do?

"The ideal advertisement to me is out of the rut and crisp in expression, clear in thought, and a thrust straight at the mark. A touch of wit, a flash of fun, a quaint comparison helps to hold the mind whether the reader will or no.

"Naming new goods, pointing out novelties, foreshadowing fashions, telling of improved helps and conveniences are what give strength to store talk.

"It is often good advertising to hold up an insignificant thing. The money spent on one item may be out of all proportion to the value of that particular stock. But the good to your business doesn't stop with that stock. As a matter of fact it is usually of secondary importance what peg of fact you hang your talk on.

"If what you say illustrates a store principle, if it dents the reader's mind with the idea that the merchant behind it is liberal, broad-minded, enterprising, the advertisement is worth many times its cost. Perhaps the most effective advertising is that which ties a deep business thought to a simple thing. If it is done neatly and naturally a germ will be planted by it in every reader's mind that will grow to your gain.

"We find profit in a little free and friendly talk occasionally—wholly out of the line of cold, raw business.

"And now for the *type* of an advertisement. A good rule, I think, is for the advertiser always to keep in mind that *he is personally talking to the reader.* It is just as if he had the thousand, or 5000, or 50,000, or maybe the half million readers of a paper face to face with him. The newspaper stands for him and talks to them *one at a time.*

"Now suppose he actually had one of these readers as a listener. What would his manner be? Would he stamp, and strut and grow red in the face with screaming? Not a bit of it. No good salesman does that outside of an auction-room.

"He would be quiet and earnest, he would show interest in his customer as well as in his goods. Just as there would be nothing of the crusty or toploftical about him, so there would be nothing of the boisterous or hurrah. A little emphasis now and then; maybe a fist-whack on the counter occasionally. That's all.

"*To the eye and to the mind his advertisement ought to reach for the same standard.* Big type in an advertisement is like a shout in conversation. I see plenty of advertisements that are one ear-splitting screech from start to finish. Of course where everybody yells, you, in a measure, get used to the din. I've seen operatives talk together in the weave-room of a cotton mill where all was a babel of noises to me. They seemed to enjoy it. No doubt the advertising howlers get used to it—so do their readers. So do eels get used to being skinned.

"If a new firm or a new article is struggling to the front it is wise to occasionally paralyze the public, as it were, by an overwhelming spread—something that will make talk from the very size of it. It is good for *any* great business to do the same thing once in a while. But who shall say with a certainty how often it will pay? The shrewdest advertiser can only guess.

"But mark this, *the Napoleons of business when they err in this respect err on the side of enterprise and audacity.* In other words, it is always best to give the big advertisements the benefit of the doubt.

"Whether big or little, the advertisement should be persistent. *Every day* is the right rule for a general business and changed every day. Hold up one phase or another of it *all the time.* Make the readers look to your announcements as they look to news. Don't expect them to always carefully read what you say. They skip half the locals, and telegrams, maybe—all

but the head-lines. You can be sure of a glance at least—if you deserve it. Fill the advertisement so full of hooks that the glancer is likely to get caught."

*What* a bookseller should advertise is more easily determined. The new books may safely take the lead. Sometimes the books of the hour, or on special subjects that may engage the attention of the public for the time being may take precedence. Goods for the season, as diaries, ledgers, account-books, etc., early in the year. Announce engraved cards and invitations as specialties; summer novels and light literature in general, out-door games and sporting goods, in May and June, reinforcing your advertisements in the local papers with a special catalogue with your own imprint, or with such as is furnished in the "Summer Catalogue," published by the office of THE PUBLISHERS' WEEKLY. Especially advertise school-books just before the opening of the school, using for this purpose also the "American Educational Catalogue," with your imprint, as a campaign document. Keep a stock of the popular novels, and "boom" the particular book that may be receiving popular comment. It is well at times to make leaders of cheap editions to attract more profitable trade. Before the holiday season advertise your novelties and new books persistently, following up your advertisement in the daily paper with the "Christmas Bookshelf," *Literary News* or other special catalogue bearing your own imprint.

Take the initiative—don't wait for the publisher to do the advertising for you. He has already more demands made upon him in this direction than he can do justice to, and in most cases, especially in the smaller towns, can rarely afford to advertise his books in advance of publication; in fact, many of the seventeen thousand (and more) journals published in this country he must overlook altogether. There is your opportunity; embrace it, and the chances are ten to one that when one of your fellow-townsmen wants a book, he will get it from you instead of answering the only advertisements of books he sees nowadays—those of the publisher and those of the bazaar.

Finally, remember, as has already been pointed out, that advertising must be liberal in space and persistent. Spasmodic advertising, even when made on a large scale, is disappointing. The ephemeral feature of such advertising looks as if the man had made a great effort and failed.

## LEARNING STOCK.

BECOMING acquainted with stock is altogether a matter of careful and judicious self-training. We have in previous articles in this series pointed out what is needed by the beginner in a preparatory course to gain a knowledge of literature in general, and of authors. In the store he comes into actual contact with the books themselves. It is not necessary that a bookseller should read all the books he sells, nor that he read thoroughly any of the books he keeps in stock. Indeed, whether a bookseller should read or whether he should not read is a much debated question among the older booksellers; and much can be said for and against the subject. It has often been stated that "the bookseller who reads is lost;" and so he will be if he gives too much time to reading and finally becomes absorbed in it. Such a bookseller will be very much handicapped in the pursuit of his profession. The retail bookseller needs no more intimate knowledge of what he sells than the physician needs knowledge of the preparation of the drugs he prescribes. But he must know their quality and the uses to which they are to be put.

A bookseller who becomes literary—that is, over-fond of reading—is apt to become useless, because his opportunities of indulging his tastes are many and practically unrestricted. Has he not his whole stock before him; and how can a restraint be put upon him? His time is limited, he cannot legitimately gratify his longings, and so he is apt to steal time for his dissipation. This is the first serious blunder. The next inevitably follows. He is either entirely prejudiced in favor of the books he has read or he detests them, and they have in one case undue value and in the other case have no literary merit at all, are trash, in short, are not worth the paper upon which they are printed. Such a frame of mind may do credit to a scholar, or to the customer generally, but for the bookseller it is ruin. Books of course are books, but in a narrower sense they are merchandise which has cost money and which must be sold. How is the literary bookseller to do this conscientiously when he feels himself that he cannot recommend, let us assume, the greater part of it? He will find it difficult to dissimulate, be he ever so clever.

In reading as in everything else, *taste* is the determining point. The literary bookseller may be interested in solid literature, the sciences perhaps, and to him everything else seems dribble. Or it may be the reverse. Or possibly he has a strong religious bias; likely as not he

may be a radical, and a free-thinker. These should devote themselves exclusively to the specialties for which they have a hobby. As general booksellers they will be failures unless they learn to keep their own Ebenezers out of sight. A general bookseller must have a catholic mind—be free from bias, sectional or sectarian feeling, so far as his business is concerned; he must be as ready to supply the demand for what he considers trash as he would be to deal in what he believes to be gems of literature. He must possess himself, however, of enough knowledge of both to be able to handle them intelligently or to give his opinion and information when asked by a customer ignorant of them or in doubt as to a choice between them. In short, then, it doesn't answer for a bookseller to be too much of a "bookworm"—he must study the commercial as well as the literary aspect of a book if he desires to become a successful man of business.

The knowledge of the bookseller need not necessarily be more than superficiality of the highest order—indeed, he must be able to excel in this, and train himself accordingly. Take a book, for example, that has just come in from the publisher. What is the best process by which it may be fastened in the memory. First examine its make-up carefully; regard its appearance critically, noting any peculiarity of design or style, its binding, paper, whether cut or uncut, whether full cloth, half leather, etc. Next open the book and go over the title-page slowly and carefully, making mental memoranda of the title, the author's name and pedigree, the fact of its being entirely new, or revised, re-written or enlarged; if a new issue the number of the edition, and finally the publisher's name and date of issue, and price. You cannot go over these details too often or too carefully. Then turn to the preface or introduction, if any, and acquaint yourself with the author's motive for writing the book. Turn the leaves leisurely, glancing rapidly over the pages from top to bottom while doing so. Read a few lines or a page if anything attracts you, and by the time you are through with the book you will have an idea, for instance, that "Hannibal" (in the *Great Captains* series, octavo, cloth, gilt top, edges shaved in the manner peculiar to the books published by Houghton, Mifflin & Co.) is a history of the art of war among the Carthaginians and Romans down to the Battle of Pydna, 168 B.C., with a detailed account of the Second Punic War, written by Theodore Ayrault Dodge, on the retired list of the U. S. Army, author of "The Campaign of Chancellorsville" and the volume on "Alexander" in the same series; that it has a large number of charts, maps, plans of battles and tactical manœuvres, cuts of armor, weapons and uniforms; that it is a new book, published by Houghton, Mifflin & Co., in 1891, and that its retail price is $5. From the preface you learn that the author emphasizes the fact that his work is not a military text-book, but aims rather, for the benefit of the general reader, to enlarge upon those military facts to which histories devote small space, and thus narrate the origin and growth of war, than to spread before the young military student those principles which lie at the basis of the profession he proposes to embrace. So that only in so far as history pure and simple is valuable to the military student will this work (contrary to the opinion we may have formed of it from reading only the title-page) appeal to the professional military man, its wider field being the student of history and those who prefer substantial reading. We also learn that though the author entertains sentiment for his subject, it is not subordinated to the truth, and that he has been careful to weigh carefully and judicially every material fact, either making for or against Hannibal. On the whole he may safely assume that the life of Hannibal has not been covered so completely and in such convenient form since Polybius and Livy, and that as the author's treatment of Alexander (the first volume of the series) had been favorably commented upon, the new volume may, without risk, be recommended on the reputation of the former works of the author.

We advise the salesman to follow this method with every book he handles, because it is largely by such means that he can hope to retain an adequate recollection of his stock. Repeated handling, of course, helps matters considerably, but the time will come when the book goes on the shelf and is lost sight of for some time, but the knowledge thus gained is rarely lost. Keeping track of advance notices, and a careful study of the notices of books in the Weekly Record of *The Publishers' Weekly*, will further equip you with the necessary information on new stock.

This knowledge of a book may be gained in a few moments by an alert salesman and will probably be all that he needs to know in order to sell the book. It will enable him at any rate to be in a position to suggest it upon inquiry for books in this line by customers who may not know just what they want. Information that may be gained afterwards should be used with discretion; at any rate it should not be offered indiscriminately or unasked. The salesman who is forward in airing his opinions, or what he may claim to be his opinions, may sometimes, much to his mortification, get himself laughed at for his assumption by well-read customers, or he may do worse—convey something in his opinion to those who know less than he, that may prejudice them against the book, and so lose a sale and possibly a customer. He must have tact—

plenty of it—because he deals as a rule with refined and educated people, who are frequently sensitive to a degree. Some like to do the talking themselves, others like to be talked to. When in doubt, let the customer talk. It is not an uncommon fault for a salesman to talk so much about what a book contains that he forgets to sell it.

And yet the bookseller must not miss any opportunity for obtaining information, even if he must keep the bulk of it to himself. He will have calls every day for a part of it, and ignorance may mean serious loss. He must be in a position to direct and suggest. No rule can be laid down how to do this—it must be born in the man just as the faculty for teaching. A man may read and learn the contents of libraries and yet not be able to teach. Just so with a bookseller—he may know every book in his store and not be able to sell one. Let such a one watch those who know how and learn the trick—if he can.

To illustrate the value of knowing what a book contains and the application of the knowledge by a particular case: Not many years ago a friend of ours wandered into a bookstore and browsed among the shelves. Among the many treasures he came across was a superb English edition of a translation of a modern French classic. Curious to know how the work "took" in this country, he inquired of the clerk, who replied that, contrary to his expectations, the book seemed to "hang fire." "Have you ever read this book?" our friend inquired. "No," was the reply, "but I know what it is about." Our friend then opened the book and turning over the leaves pointed out a page and said, "There, when one of your customers who is likely to buy this class of literature drops in the next time, hand him the book opened at this place, offer him a chair, ask him to read this, and then leave him alone." A couple of months after, he called at that store again, and in answer to his query, "How is '——' selling now?" he was informed that "that trick cleaned out the whole lot, and another invoice is expected daily." After a few months more the remaining copies of that book in this country were held at an advance in price in that shop.

On dull days stroll along the shelves and read titles. Take out a book, look it over so as to renew acquaintance with it. This method brings to mind many books temporarily forgotten. On rainy days make your rounds of the shelves with a duster. Don't be afraid of using a duster no matter what your position in the store may be. The brush and the mind go well together, for while you are removing the dust with the brush in one hand, you instinctively use the other hand to arrange the books, and the mind to make note of them. The physical exercise is good, and the occupation has an excellent effect on the mental capacity—not to mention its benefit to the stock. Marking up catalogues of stock on hand is also commendable practice. It familiarizes one with the stock and also with the lists of the publishers. By frequently doing this it follows of necessity that the salesman will obtain a good knowledge of the catalogues of the principal publishers.

## BUYING STOCK.

In buying stock lies the success or ruin of the bookseller. No other duty that falls to his lot calls for so many qualifications at once, as this. It requires self-possession, discrimination, tact, intuition, quick perception and judgment, and a facility for figuring, added to a careful and minute knowledge of the present status of his stock, business and constituency, as well as their possibilities of development and growth. Not only is the ordeal of buying new stock a trying one in itself, but the difficulty of his position is at times aggravated rather than relieved by the over-ambitious and too zealous representative of the publisher. We are well aware that the superior commercial traveller generally recognizes the principle [and others are learning it rapidly] that it is his duty in quite as many cases to direct doubting, and to restrain reckless retailers from buying, as it is to urge backward customers to larger purchases. But there are enough of the so-called "hustlers" left to make the life of the average retailer anything but a peaceful dream. These agents act as though they looked upon the retailer as their natural prey. They lie low until their firm has evolved another new line of books, and then issue forth determined to "load up" every man on their route regardless of circumstances and at all hazards. Let us follow such an one for a moment and see whether by observing his tactics from an objective point of view we may learn a lesson how to act in a similar case.

Mr. Bookman, on a particular balmy spring morning, without a burden or care on his mind, rests at his ease in his office back of the store, going over, in his mind, the daily accumulation of easily-earned profit. Ever and anon he gazes wistfully at the door, hoping for more dollars and cents to enter in the shape of cus-

tomers. Suddenly a shadow falls across the store front, and a moment later Mr. Drummer, the well-fed and jovial representative of the Magno Publishing Co., stands outside. Mr. Drummer leisurely opens the door and carefully closes it behind him. Having entered, he pauses to take a survey of the store. In time his eyes rest upon the proprietor, who, in spite of his brave outward appearance, is shaking and trembling within. Why? Simply because that everlasting problem again confronts him—"What shall I buy, and what shall I not buy?" Urbane Mr. Drummer is well aware of what is passing through the mind of Mr. Bookman; but, as he has made a study of the characteristics of this particular kind of "victim," he knows exactly how to proceed with the least effort to himself to entrap Mr. Bookman into buying an entire edition. He approaches him and gayly places the parcel that he carries in his hand upon the counter nearest him; and then, leaning against another counter or table, surveys his "victim" with a complacent and patronizing air. The ordinary salutations are exchanged. To the inquiry, "How is business?" Mr. Drummer naturally replies that it was never better. In fact he has never been known to admit to a customer that it was ever otherwise. Next he proceeds solemnly to inform Mr. Bookman that in none of the stores that he has visited on this trip has he seen so many customers as in his; and much else, till Mr. Bookman's bosom swells with pride, and he begins to feel that he is of some importance after all.

Now the moment has been reached and Mr. Drummer proceeds to open his parcel and to reveal its contents—several new books. The struggle is about to begin.

"There, Mr. Bookman," says Drummer as he holds up one of the books in the best light. "Here is a new book by the author of 'Far Away.' The best he has written, and one that is bound to have an enormous sale."

"Yes?" Mr. Bookman ventures to query, as he takes up the book, glances at the title-page and rapidly turns over the leaves, at the same time trying to make up his mind what to do.

"By all odds, his best," Drummer insists, assuming an earnest and confidential tone. "Our advance orders alone will exhaust the first edition so that if you don't wish to be 'short' I should advise you to make up a good order."

"What is the price?" asks Mr. Bookman, mentally discounting his interlocutor's remarks.

"One dollar and a half," replies Drummer, looking intently at his customer.

"Discount?"

"Forty and five on a hundred copies," answers Mr. Drummer, taking out his order-book and pencil, and making ready to put down that amount.

"One hundred copies," cries Mr. Bookman, "what do you take me for, a jobber?"

"Not at all, Mr. Bookman," Drummer hastens to assure him with a wicked smile; "you will use double that quantity."

"Not much, Mr. Drummer."

Then Mr. Drummer confidentially informs his customer as to how many Mr. Blank and Mr. Fake of the same town have ordered, as well as what other large dealers in the cities think and have done about it (all this is said quite rapidly and confusingly), until Mr. Bookman begins to think he has no judgment at all, and to lose faith in himself. His hesitation betrays him, and Mr. Drummer warms up and delivers himself of something like this:

"You see this author's previous works have always been in great demand; he is well known and has friends everywhere that are bound to help the sale of the book. It covers a subject not much written about and one of which everybody is anxious to know more. We have spent thousands of dollars in bringing it out, and will advertise it liberally, so you may rest assured that we have faith in the venture. If we have gone thus far, surely you will not be risking much in taking a paltry hundred. Our show-bills are attractive, and so is the book. Look at it again! See the plates? all new; and the design for the cover made by Briggs cost a handsome sum alone. Besides the book is a marvel of cheapness, costing you only 85½ cents, and as I have already told you other houses have taken"——

"That's all very well," Mr. Bookman interrupts, feeling weak, and struggling to make up his mind what to do. "But my trade is peculiar and I cannot use"——

"Cannot use!" protests Drummer. "My dear Mr. Bookman, you have the best trade in town and so"——

"How much are fifty copies?" gasps Mr. Bookman.

"Forty off. But why not make the extra five per cent.—nearly five dollars clear profit."

"Give me fifty copies at forty and five," Mr. Bookman blurts out in desperation, throwing down the book and assuming a don't-care-whether-I-have-it-or-not kind of an air.

"I couldn't possibly do it," explains Drummer. "You know, my dear Mr. Bookman, that if I could I should do so with pleasure, but the house"——

"I can't sell a hundred copies," Mr. Bookman protests, anxious to make the extra five per cent. but not caring to take the risk.

And so the struggle goes on till the end. Mr. Drummer wraps up his books, shakes his customer by the hand, and makes his exit smiling radiantly. Mr. Bookman on his departure would willingly surrender the extra five per cent. were he able to kick himself for having given an order for a hundred copies. However, the books come in and all hands are instructed to make special efforts to push them, which means, of course, that other stock must be neglected.

The above (not purely imaginary interview) is given solely to point out the difficulty that besets the retailer in making his purchases, and the necessity of knowing his own business better than those who call upon him. Dealers who find themselves "loaded up" with a lot of dead stock are apt to lay the blame upon the drummers, forgetting, however, that after all they themselves are alone responsible for these errors of judgment.

The buyer of a large or even a small retail store, therefore, must be a person of rare parts. He must be well posted in the business, of calm and ready judgment, not easily influenced, and capable of giving an order for hundreds or

an order for none. If he buys too much his shelves will soon be filled with stock out of fashion and out of season, and as a rule his firm will be short of money and behind with its bills simply for this reason. If he buys too little he is in danger of losing custom by not keeping a sufficient supply on hand to meet the current wants of his customers. Over-cautiousness in this direction is almost as bad as over-buying, as it often gives his competitor the means of supplying his regular customers. In short, then, upon the buyer depends, in a degree, the success or failure of the business.

He must study most carefully the nature of his trade and cater to it accordingly. At the same time he must be prepared to lay in stock not usually carried, but which may tend to draw other custom. The constant temptation, of course, is to over-buy, and it should therefore be guarded against. Giving way to the inducement of an extra "five" or "ten" on quantities is a pitfall into which the buyer must not permit himself to be drawn. Indeed, he might better not entertain such offers at all unless he is reasonably certain of being able to dispose of the stock without much effort. By buying quantities for the sake of the discount one is invariably left in an uneasy frame of mind for fear that they will not sell; for if they do not go off readily it requires the extra and united effort of all concerned to work them off—very often to the neglect of the other stock, which in the meantime is daily growing older and in danger of being supplanted by the newcomers. A book is a book in New York and in San Francisco. If it falls flat in the one city there is little hope of getting rid of it in the other. Dry-goods out of fashion in New York may readily be disposed of in other parts of the country at but small sacrifice. Not so with books. Remainders are very hard to dispose of.

A retailer should buy to his absolute wants and not more. He can easily purchase more when it is wanted. A single copy may often suffice. It is better and, indeed, should be the rule, to have variety rather than quantity. Locality must decide the choice. Those in or near large centres like New York, Boston, Philadelphia, or Chicago, the headquarters and depots of the principal publishing houses, are practically independent in the matter of buying. It is easy enough for them in most cases to order and receive the book wanted on the same day, with little or no extra expense. The bookseller at a distance from these centres must consider time and the cost of carriage, as postage and express charges if carelessly regarded would quickly absorb all his profits. He is obliged to keep up his stock with greater care than those nearer the sources of supply. Orders for books not in stock must be held until enough have accumulated to make up an express package. This may cause delay, but it is inevitable owing to the situation.

A buyer should have his stock well in hand at all times. The order-clerk should report to him daily the books sold, and he must personally watch the movement of the stock. Upon him rests the responsibility of determining what stock it is desirable to replace, and what it is best to let run out altogether and procure only on order. As in most cases he is restricted to doing the largest volume of business possible on the smallest amount of stock, the difficulty of his situation will be easily recognized. But the situation can really only be appreciated by those upon whom this difficult duty devolves. Surely the Presbyterian doctrine of "You'll be damned if you do, you'll be damned if you don't," applies to the buyer if it does to any one, because he is apt to suffer from every side. He must expect criticism if a book that is called for is not in stock, as well as when he is caught with a line of books that, unfortunately, will not budge from the shelves. In one case he certainly ought to have known that the book would be wanted, in the other his judgment will as surely be railed at. The entire establishment from the head of the firm to the door-boy are his self-appointed critics, and there is not one of them who does not imagine he could do very much better in his place. He must become accustomed to the pained expression of countenance and the injured tone of the clerks when he is confronted with the inquiry, "How is it that we are out of Balzac's 'Lily of the Valley'?" or, with the announcement that there isn't a copy left of "Rock the Cradle Gently."

The buyer's most trying time is that in which he goes over his order slips. Here is, for instance, "———," an excellent book, but there have been but few calls for it lately. It is published by Blank & Co. If in New York, where the publishers have their publishing house, it can easily be had on order. If out of town it may be had of the jobbers or it may have to be telegraphed for, or ordered through the mails. Then the question confronts him: "Shall I put it in stock or not?" Probably he passes it and takes the chances that there will be no further call for the book—at any rate, not a pressing one. If he decides to the contrary, How many? Same as on previous order, twenty-five copies? or only ten, or five? In coming to a conclusion in such a matter the following points may help in the decision: the nature of the book, its timeliness, the likelihood of a continued public demand after the first few months of publication, and the general standing of the

author. No fixed rule can be laid down as a guide, for very often every one of the points that seemed in favor of the book have proven chimerical. It is, then, simply a question of arbitrary judgment, and probably no two persons would agree on the same point. Each must, therefore, decide for himself.

It would probably be a safe course to keep in stock a full line of certain standard authors—by standard, in this case, we do not, of course, mean such as Bulwer, Thackeray, etc.—say one set; and one or two of—say a couple—lesser-known authors who have written four or five books. The reason for this is that when a certain book is called for and you do not have it, the fact that you have others by the same author in stock will make your excuse, "We are just out of it," seem reasonable enough.

Most publishing houses have fixed rates of discount from which they rarely deviate. For instance, some allow on first orders forty off on twenty-five copies, and a third on ten copies or less. Others allow forty off on all first orders, regardless of quantities. This known, haggling is of no use, unless the buyer is in a position to force the situation by large orders and cash payments. Then there are houses that make a uniform rate of discount on all their stock, excepting certain specialties, irrespective of all conditions, whether the dealer buys one book or a hundred. Other houses, again, require the dealer to buy a special bill of say $50 or $100 at a time to get the bottom discount. Some dealers, when buying of the latter firms, as a rule, hold back their daily orders, such as are not needed at once, until the salesmen call on them, and then endeavor to put in these stock orders with the new purchases to swell the amount of their bill to the required sum. While salesmen occasionally, as a matter of accommodation, consent to lumping orders in this way they do not look upon the innovation favorably, and we would advise buyers not to resort to the expedient too often, as the practice may put them at a disadvantage at a time when they may feel called upon to solicit a favor of real value to them and their employers.

At this point it may be well to consider the question whether to buy "on time" or on a cash basis. Whenever possible, we should strongly favor the latter course. Indeed, the cash system is a principal element of success, as the extra discounts which prompt cash payments secure are in themselves good profit. "Time" and "long time" is no doubt very often a great temptation, especially to a small dealer: he figures that the longer the time the greater the chance of turning over the stock before payment on it becomes due: and that buying "on time" makes it easier for him all around to do a far larger business on a minimum of capital than would be possible if he had to wholly depend upon the immediate cash at his disposal alone.

If a man is aware that by such figuring he is not only placing himself at a disadvantage in competition with a neighbor who works on a cash basis, but making an actual sacrifice of from $500 to $1200 a year, according to the amount of business done by him, we have no further suggestions to make to him. If he is ignorant of these facts we point to the following illustration of the principle of cash payment, made by a dealer who has given considerable thought and attention to the subject for years:

"A common discount given by certain manufacturers is six per cent. off ten days, or five per cent. off thirty days, a difference of one per cent. a year on the average monthly bill. If it be known by experience that the retailer pays promptly ten days from date of bill, which at far points is equivalent to receipt of goods, he is practically a spot-cash customer, and can secure all of the advantages of discounts and low prices that can be given.

"Take the case of a dealer doing a business of $16,000 or $17,000 yearly, whose monthly bills will be about $1000. As his own prompt payments will not affect his collections he will have to employ say $1000 more capital in availing himself of the additional one per cent. discount for twenty days' time.

"One per cent. on $1000 for twenty days would be eighteen per cent. a year, but as he could not expect to have the $1000 employed in covering such discounts for more than three-fourths of the time, owing to the fact that his bills will not become due exactly at equal intervals throughout the year, the saving will be thirteen and one-half per cent. on $1000. Deduct from that the loaning value of the money, say six per cent., and the per cent. remaining is seven and one-half.

"Conservative opinion is that such quicker payments would benefit the dealer's purchases at least one per cent. (some manufacturers put it higher), which on $1000 a month would amount to $120 a year, equal to twelve per cent., which would make the total saving about fifty per cent. a year on the $1000 of additional capital employed."

Whatever the discount allowed for cash, it is safe to figure that the amount saved by the believer in cash discounts often amounts to more than the year's addition to those who buy on credit. More than that, it puts the buyer in command of the market and very often enables him to make his own terms. It may mean a struggle at first, and sacrifices, but in the end it will make the probationer independent.

At each season—spring, summer, school-book, fall and holiday—make up your special stock orders, and secure the extra rates generally al-

lowed at such times on orders of the required amounts. Also provide that all additional goods that you may buy before the expiration of the time limit, in the same line, or, better still, in the whole list, shall be billed at the discount on present purchases.

In laying in a stock of standards, the buyer will always be puzzled which of the many competing editions to prefer. And, indeed, with such an embarrassment of riches it would be presumptuous to offer advice. Only long experience in selling certain grades should determine the choice. But whatever editions the buyer may determine upon, we would impress upon him the importance of keeping also the very cheapest to be had in the market, in order that he may be prepared to compete with the underseller. We should also advise buying a medium-priced edition for the intelligent bookbuyer, who feels that he cannot afford to buy the best edition, and who may be, shall we say shamed, into buying something better than the poorest in the market, by simply showing him the contrast between that and the one of medium price. To illustrate this point: A customer wants a set of Dickens. He can't afford to spend more than ten dollars, and has heard of a good set for five dollars. You show him the set for five or six dollars, and then let him see one for twelve or fifteen dollars; the chances are that it will require very little argument to sway his judgment in favor of the better-made book. If the inferior edition were not on hand it would be more difficult to convince the purchaser that the difference is really so great as becomes evident upon comparison, and very often the absence of the proof sends the customer to the store where only the cheap lines are kept. The cheap twelvemos should be kept in stock for the same purpose. We are convinced that retailers who refuse to carry these cheap goods make a serious mistake, and lose many sales in persisting in such a course. Carrying these goods soon convinces a customer that his bookseller sells books as cheaply as any one in town, and he will not easily be upset by the misleading advertisements of the professional underseller. Imagine the effect upon a customer, who may walk into your store with an advertisement announcing that your rival in the dry-goods store offers a $10 set of Dickens for $4.99, when you assure him that you are in a position to supply precisely the same set for $4.50. It may not be a money-making transaction then and there, but as a means of keeping a customer the investment may be regarded as a cheap and effective advertisement.

Buying stock in fine bindings is a delicate matter—as it is also an expensive one. Whether to buy in sheets and have the binding done to order, or to buy in the styles supplied by the publisher, depends altogether upon the nature of your custom. As a rule, the styles furnished by the publisher satisfy the ordinary tastes in this direction, besides being cheaper than special bindings. On the other hand, buying in sheets enables one to indulge in novelties in binding, or to suit peculiar and extravagant tastes. Publishers generally allow ten cents per copy for the cloth binding when a book is ordered in sheets.

The buyer has his hands full when he faces *éditions de luxe*. They are always expensive, and in most cases equal an unknown quantity—especially as to the probable number of volumes. There are not many people who care for these expensive issues, and so naturally the buyer hesitates, for should he get nipped with one or more of such sets, he will have on his hands a growing phantom that will mock him every time a new volume of the set is delivered at the store. It will be well before ordering to canvass the opinions of the salesmen as to the probabilities and possibilities of handling such. Not that we suggest any shirking of responsibility—it is rather a division of responsibility; for aside from the feeling of being complimented by being asked to help select this stock, the salesmen will feel that they are a party to the purchase, and therefore will be more likely to use their best efforts to sell it.

We should advise the retailer by all means to handle as much of this class of stock as he possibly can, because it is not only profitable but gives prestige to his business. Secure circulars, with your imprint, in advance, and send them to your best customers, with a request to call at your store. Show the sample volume to every likely customer. Even those who may not buy will feel flattered at having such books shown them.

"Remainders" are always a sore temptation to the average buyer. When Mr. Drummer, to whom we referred on page 41, approaches you with the statement that he has only twenty sets left of a certain edition of which there will not be a new one in six weeks at the earliest, and that he can make the figures so absurdly low that you will probably be obliged to hire police to keep the customers in line when you announce *your* price for them, why, you will hardly withstand the tempter and will take the lot off his hands. And we hardly know what to advise, because we have known much of this stock to be handled to great advantage. But there is great risk; and there are many who could not sell remainders at however low a price, while others never could get a large enough supply.

Great care must be exercised in buying technical books; indeed, unless a special demand is certain for such books, they should be bought on order only. In buying school books it will be well to obtain an approximate list of the amount

of books that will be used before the beginning of the term, from the superintendent, principals or teachers, comparing the list with previous purchases, make out orders from these data, and send out the order in ample time to have the stock on hand when wanted.

As to miscellaneous stock, novelties, stationery, etc., take it as an axiom that the smaller the locality in which, commercially, your tent is pitched, the greater the number and variety of lines you must stock. In a metropolis a reasonable profit may be realized, even in one of the most thickly settled districts, by the sale of one specific article, while in a smaller town the shutters would have to be put up in a week if that profit was figured on. In centres of medium size $500 laid out in one hundred distinct lines of stock are more likely to bring in a living profit than twice that sum invested in two or three heavy deliveries of specialties. If you have $200 to lay out in fancy goods, get the most diversified variety attainable; if certain lines sell, it will be easy to replace them; if others do not sell, they probably form only a small proportion of the whole. "One article sells another," is a hoary trade proverb. Then multiply your chances of doing business by multiplying the variety of your stock. Mixed lines are paying lines. It is wholly a mistake to suppose that heavy stocks of goods of one class or another are necessary for a good turnover. It is a very risky business to make purchases of large lines in the hope that your establishment will be able to control all of one make of goods in your town. Competition will take care that you do not. The man who has a stock all paid for, and who has had long experience in his business, can afford, if any man can, to speculate in this way, but not so the man the goods in whose store belong to his creditors. It generally holds good that the most profitable retail concerns to-day are found to be those whose stocks are the most varied, even if they be small. We could point to stores in main streets of thriving towns whose appearance gives evidence of prosperity, and yet whose whole stock exceeds but little the value of a few months' receipts. The secret is that the variety is great, the stock is selected with a nice perception of the tastes of the inhabitants or visitors; and, above all, is displayed to the finest advantage, and presided over by intelligent and capable salesmen.

The buyer should keep a duplicate of every order he gives, whether to a "drummer" or through the mails. A manifold copying book will be found most convenient for this purpose. A good way is to let the "drummer" make the entry in the manifold order book, the buyer revising it before it is removed. This tends to reduce the liability to make mistakes, and avoids misunderstandings. Copies of all orders should go to the order clerk that he may check off the bills by them and see that the quantities and discounts agree with the buyer's vouchers. For as such these duplicate orders must be regarded, as they are in many cases the only checks the buyer has upon errors that may be made in billing goods. Such a system will, at any rate, save much trouble and annoyance in rectifying mistakes.

The buyer should have all bills sent to his desk at stated periods. At the end of each day is the practical way, because then the items are apt to be fresh in his mind. He should scan the bills carefully, not so much to see that quantities billed agree with those sent, for this will be attended to by the order-clerk, but to again make certain that the quantity is as he ordered it, and that the discounts are as they were agreed upon. Revising bills in this way keeps the buyer posted from day to day on the stock bought and on the manner in which the new purchases are coming in, and enables him also to head off that which may be delivered ahead of the date arranged for, or to hurry such as may be delayed.

It is a difficult matter to keep track of the discounts so as to be certain that the rates now made agree with those obtained before. A small indexed memorandum-book to fit the vest-pocket will be found useful for this purpose. In this may be entered under the publishers' names the discounts they allow. It will also be found convenient in keeping the run of special books. We recommend this because often the buyer is called upon to make special prices on large orders, and as nearly every publisher has a varying scale of discounts, it is well-nigh impossible to keep them memorized.

The buyer should be allowed the largest liberty possible and be guarded against undue interference from the firm or those above him in authority. In the first place, no man should be selected by an employer to perform the duties of a buyer until he has been proved capable and reliable. Sure on these points, the employer should hold his peace, and judge of his buyer's capacity by general results at the end of a given period of time, say six months or a year. The successful general or engineer is not judged by his work as it progresses, in spite of the mistakes made, but by the successful issue of the campaign or work. The most competent buyer is liable to make mistakes. But his employer, who could not do one whit better, if as well, should always hesitate to take advantage of his position to enlarge on the occasional misjudgments of his buyer and to make his existence uncomfortable in consequence. It is a mistake on the employer's part to imagine that by such a course he can secure

greater care on the part of the buyer, or impress him with the sense of his own greater acuteness or better judgment; on the contrary, such treatment results rather in hampering the buyer's judgment, and he is apt to go to extremes and not buy enough or buy too much for fear of an accident, to the eventual injury of the business. No buyer, for the sake of his credit and reputation, will wilfully over-buy or make bad purchases. If he habitually does this, he is not fit for the position, and those who put him there should remove him at once.

To reiterate, the buyer should, besides being thoroughly well versed in his profession, be self-possessed, cool and careful in his judgment. He must be ready to listen to all that "drummers" may have to say to him, and yet not be carried away by their eloquence. He must weigh carefully, and very often instantaneously, what he is to do, consider what he can use, and not be persuaded to go one cent's worth beyond. He must above all have the courage of his convictions, and know when to say "No!" By no means must he allow sympathy or friendship to lead him into giving a "drummer" an order, however small. Such a buyer is dangerous, and apt to involve himself and his employer in trouble. He must at all times do his best, and maintain a cheerful disposition. Let him meet the representatives of publishers and manufacturers courteously, no matter how busy or worried he may be. Let him make friends of them, if possible, and remember that they do him a real service in calling upon him. Let him not fall into the bad habit of some buyers who decry the goods shown them, or hurt the representatives' feelings by making odious comparisons. Kind words, kind treatment and the conduct of a perfect gentleman will redound to his credit and advantage, and bring with them the result that the travellers of the various houses will take pleasure in calling upon him, and extend favors whenever in their power to do so, rather than pass him by or call on him with ill-feeling. Let him by all means observe the golden rule.

## THE ORDER DEPARTMENT.

THE order department of a large retail store is of equal importance with the sales department, and upon the proper management of its manifold details depends to a very considerable extent the successful issue of the business. If it is conducted in a slipshod or erratic way the inevitable result will be a loss of trade not easily won back again; for if there is anything that aggravates a bookbuyer more than disappointment in receiving promptly a book which he has ordered and, possibly, paid for, we do not know of it. Conversely, it is true that the dealer who earns for himself a reputation for promptness and despatch may depend upon the consideration and the steadfast support of his customers. He may have many shortcomings; for the sake of this one virtue they will be overlooked.

The order department of a retail store of any size is a kind of a purgatory, and the position of the chief of it one of infinite worry, application and detail. It calls for a thorough acquaintance with books; a comprehensive knowledge of the trade; executive ability, especially in planning work for his subordinates and managing inferior assistants; a well-trained, equable disposition; self-possession and a cool head in the midst of the greatest confusion; a good memory; quickness of perception—to enable its incumbent to see opportunities and to take advantage of them; and, lastly, a ferret like, dogged perseverance that will enable him to keep up the chase after the desired book until he has tracked it to its hiding-place, or put himself into possession of undoubted evidence of its non-existence.

Being thus physically and mentally equipped, the next thing for the order clerk to consider is his aids. He must surround himself with the most complete outfit of catalogues he can possibly command. He ought to have a complete set of the "Uniform Trade List Annual" from 1872 to date. We say *all*, because the earlier years contain many books that have been dropped from the later lists of publishers, and because they also contain many lists of publishers who are no longer in business, or perhaps no longer contribute lists to the "Annual." He should also have complete sets of Roorbach, Kelly, the "American Catalogue" from 1876-90, the English Catalogue published by Sampson Low & Co., Whittaker's Reference List, the various trade and literary journals; in fact, as nearly as possible the whole apparatus, as already described in these pages and brought together in handy shape in "The Bookseller's Library."

He should have all these catalogues bound, and arranged on shelves near his desk. He should keep his current trade papers and others in files and make sure that they are kept strictly up to date. The latter might be kept on slanting shelves so that they may lie flat, and so be handy for reference, saving the trouble

of taking them down in handling them. The catalogue most constantly referred to, like the "Uniform Trade List Annual," should be kept on the same shelf; so should also a separately bound copy of the "American Educational Catalogue." It will be found more useful if the latter be interleaved and the added leaves have entered upon them the titles of the new school-books that have been published since the issue of the Educational Catalogue. As the school-book stock of most jobbers is limited to the most important and current text-books, the search after the latest often causes considerable trouble.

The order clerk will also find it a valuable help to keep a large blank-book, indexed throughout, of which he can make an *index rerum*. In this might be entered by subject, title, author and proper name all the books and odd things that come in his way, and that are not conveniently kept on record elsewhere, such as encyclopædias, dictionaries, subscription-books, odd issues of the regular houses, names of parties who keep out-of-the-way books and specialties, discounts, etc. Such a book will, in the course of years, become a repository of personal information that will render it well-nigh invaluable.

He should also keep several boxes, preferably BB files. One might be labelled "Stock Order Slips," in which are to be kept alphabetically all the order slips sent to the order clerk by the buyer. When the goods come in, the slips may be taken out and the bills compared with them. If correct, let the slips be so marked and filed away in another box labelled "Filled Stock Orders." By following this suggestion the order clerk can keep his regular box clear of all but unfilled orders, and these ready and easy of reference at all times.

The order clerk should also make certain that his firm receives (through him) from every known publishing house its bulletins, circulars and announcements of new and forthcoming books, which ought to be kept as nearly as possible alphabetically in a box, labelled "Announcements." In this box might also be kept newspaper clippings referring to forthcoming books, and such advertisements as appear in special magazines and journals. These should be carefully read before being filed, and referred to and weeded out from time to time, or as often as there may be opportunity for doing so.

The order-clerk should make it an inflexible rule never, under any circumstances, to accept *verbal* orders for books. Let him insist that every order be given in writing, and that it be signed by the person giving it. If this rule is not strictly adhered to the order clerk will frequently find himself in hot water; because, in case an error occurs, he may rest assured that the other party will always be in the right, and if no evidence to the contrary exists, he must bear the brunt of the mistake.

There are various methods in vogue of registering orders taken by salesmen—some of them elaborate, others more or less slipshod. Some use printed slips of the size of a No. 6 envelope, with lines for name and address of customer, title and name of publisher of book wanted, and the signature of salesman who has taken the order. Others use a large bound blank-book; others again use a manifold book, and many more simply odd slips of paper. We incline to the use of the bound blank-book. So far as we know everything is in its favor. Only one objection to its use may be cited, and that is that as several salesmen may want to use the book at the same time it may cause delay. At a casual glance this seems a very serious drawback; but, as a matter of fact, it rarely happens that two salesmen want to use the order-book so urgently that one of them might not wait without seriously delaying business. In fact, it would not call for half as much delay as when one salesman waits for another to make an entry in the "charge scratcher" in a store where no entry clerk is kept on the floor, and where all charges are made in lead-pencil by the salesman in a book provided for that purpose. Besides, there is nothing to hinder keeping two or more order-books in the busy seasons, or, if the store is large enough to warrant such a system, the year through.

The slip system on the other hand would cause no delay in making out orders, but who can compute the chances of the slips being mislaid, lost, or for some mysterious reason never reaching the order-clerk? We know of many cases where serious loss has resulted through the loss of an order-slip. And who was to blame in these instances? The salesman? Not he; he was positive beyond a doubt of having made out the slip and forwarded it to the order-clerk's desk. The order clerk? He was ready to make an affidavit to prove that he had never even so much as laid eyes on the missing slip. In a few cases such missing slips were found, weeks after it was too late to remedy the loss tucked away (very likely by the salesman) in a book in stock; or one turned up in a lot of scraps near the order-clerk's desk. How it got there, who can tell!

The chances of losing even a small blank-book are much less than losing the largest-sized slip, and for this reason, as against all objections that may be brought against it, we favor the use of a bound order-book. If more than one book be used let them be marked with a number or letter. An order entered in such a book is there a permanent record. The

orders are transcribed from it to the order-clerk's own book, with page and volume number of the salesman's order book, thus: A-236, meaning book A, page 236. By this system the salesman and order-clerk both are protected, and an error committed may easily be traced to the real offender. We hold, on general principles, the loose memorandum slip to be the bane of the book business.

The order-clerk must refuse all orders that are not clearly written, intelligible, or complete in every particular. Imperfect orders should be returned at once to the salesman offering them; any delay in filling such, or loss that may result through an oversight on the part of the salesman, must be charged to him. Every order should be written out so that it may be comprehended by the order-clerk without loss of time. It should be dated and give full name (not for-

books by "pick-up," the order should be made out for the entire bill sold, the books on hand being checked off with some mark agreed upon which signifies that they are laid out and will be sent to the order department. The order-clerk will also transcribe the entire order in his book, so that the transaction becomes a matter of record. He then procures the books wanted and ships them with the books already laid out.

We will endeavor to illustrate by an example the method of treating an order by the order-clerk, which we have in mind. The order book may be of any convenient size and number of pages, and ruled or not as may be desired. The date should stand at the top of each page, and each page should have a folio number. The following order found in the salesman's order book should be transcribed by the order-clerk as follows :

March 30, 1891. 185

1-284
[or Slip No. 375, as may be used.]

Mrs John Jones,
1798 Lexington Ave.,
N. Y. City.

1 Fair God.

1 Essay on Temperance Question, by Swingle, paper.

1 Satan in Society.

1 Wallace, Adirondacks.

*Charge.* H. Bancroft.
[Salesman's name.]

getting initials) and address of the customer. The short title of the book should be given in full (not abbreviated); and the salesman should make it a practice whenever possible to give the name of the publisher, and any other information that will assist in hunting for the book wanted. Of course it is not necessary to do this latter in the case of current and well-known books, but only in the case of such as are out of the common run. Instruction should also be plainly given whether the order when filled should be sent C.O.D., or be charged, or should bear the stamp of the cashier showing that the goods have been paid for. All these details being attended to properly, when the order is signed by the salesman his part of the transaction is completed and his responsibility at an end.

In cases where the salesman sells part of an order from stock, and has to procure one or more

The foregoing shows the order as first entered in the order-clerk's book. Two lines, at least, or a space of half an inch should be left between each title or item to allow of notes being added as progress is made in filling the order. Several lines also should be left between each order, and a red line drawn between them clear across the page to make a complete and distinct separation that may easily be followed by the eye. The order book must have an index, in which every name should be entered as soon as the order has been transcribed. If to the name the address is also added as :

Jones, Mrs. J. (1798 Lexington Av.) 185

the index will be found useful in more ways than one. If the index be kept in a separate book it might also answer the purpose of an address book.

The process of filling Mrs. Jones's order may

be something like the following, and in the course of a few days or months the original entry may look like this:

ence to the margin it will be seen that the cus tomer received a copy May 18. Thus after lapse of nearly two months the order has bee

March 30, 1891. 185

| | |
|---|---|
| 1–284 [or Slip No. 375, as may be used.] | Mrs. John Jones, 1798 Lexington Ave., N. Y. City. |
| *s* 3/30 | 1 Fair God. |
| B. 291 | 1 Essay on Temperance question, by Swingle, paper. Temp. Soc. doesn't know it. Tried Prohibition headquarters, Leggat an others. C.f. Notified 4/5. Adv. in P. W. 4/20. No answers. |
| *s* 5/2 | 1 Satan in Society. o.p. Tried everywhere. Adv. P. W. 4/13. Notified 4/16. |
| *s* 5/18 | 1 Wallace, Adirondacks. o.p. New ed. expected shortly. C.f. Notified 4/16. |
| | *Charge.* H. Bancroft. [Salesman's name.] |

Wallace's "Fair God" being easily procured, it is sent to Mrs. Jones on the day the order is received, and so marked in the space ruled off on the left hand of the page *s* 3/30, *i.e.*, sent March 30. The other books, however, have given some trouble. By the note under "Essay on Temperance Question, by Swingle," it appears that the National Temperance Publication Society doesn't know the book, and that inquiry at the Prohibition headquarters, at Leggat's book-shop and elsewhere has proved equally fruitless. So the order-clerk has added the hieroglyphics, *c.f.*; *notified* 4/5. *Adv. P. W.* 4/20 *i.e.*, can't find; notified customer April 5 what efforts have been made to find the book, and that the search thus far has failed to discover the book; also, that he has advertised for the book and hopes that through that means he may yet be able to procure a copy. "Satan in Society" is out of print, hence the well known sign, *o.p. Tried everywhere*, means that the order-clerk has resorted to all possible methods to pick up a copy. Later a copy turns up, and so a memorandum is made in the margin, *s* 5/2, that is, sent May 2. The publishers of Wallace's "Adirondacks" report the book out of print, and announce that a new issue may be expected shortly. By referworked off, with the exception of Swingle' "Essay on the Temperance Question," whic is still missing.

Thus a reference to the order-book gives at al times the exact standing of an order and a rec ord of what has been accomplished and why th open orders can't be filled. In this case ever item but one has been disposed of. In the cas of the missing book (Swingle's essay), th chances are that the customer has given a wron title, and that no such book is in existenc However, it will not do to give up the search Indeed, the order-clerk must learn to say "Nev er die." It is the discovery of just such book that helps to make the reputation of a firm fo enterprise—and helps the order-clerk to prosper As the order book becomes filled, and here an there an order is left open, the latter are trans ferred to another book, which we will call th Balance Book. Into this are transcribed all un filled orders, marking against such in the mar gin of the original Order Book, as in the presen case, the abbreviation *B.* 291, *i.e.*, Balance Book p. 291. In the Balance Book the folio of the Or der Book is marked against the transferred orde thus: *O. B.*, *A*-185; *i.e.*, Order Book A, p. 185 The entry in the Balance Book would then read

291

| | |
|---|---|
| *Cancelled.* | Jones, O.B., A-185. 1 Essay on Temperance question, by Swingle, paper. Published privately by O. S. Williams, 700 Beekman Street, N. Y., at 50 Notified 8/10. Reply: Don't want now; too late. |

By this method the order-clerk may keep before him all unfilled orders for easy daily reference. In this case it appears that after a long hunt Swingle's essay has been hunted to its cover. It was privately printed by O. S. Williams, 700 Beekman Street, New York, at 50 cents. On notifying the customer August 10, word was received that it was too late and that he had no longer any use for the book. Hence there is nothing left but to cancel the order, and to make a memorandum in the order-clerk's *index rerum* of "Swingle, 'Essay on Temperance Question.' O. S. Williams, 700 Beekman St., N. Y. 50 c.;" and under "Temperance, *see* Swingle."

The order-clerk may save himself worry and time by inquiring of his customer, after the lapse of three or four weeks, whether he wishes the search continued. Often certain books are wanted for a special purpose and at a certain time, or not at all.

In the larger cities, where there are a number of large bookstores or jobbing houses, it is customary in filling pick-up orders to buy of these. To enable the order-clerk to do this he must employ a number of messengers whose duty it is to go from house to house, as directed, to obtain such books as he may be able to procure. This particular branch of the business is the bane of the order-clerk, particularly if he must depend upon boys. Indeed, the evils resulting from the employment of indifferent boys from eight to twelve years of age have been so aggravating that a few houses have preferred to enlist the services of better-paid youths and men intelligent enough to know what they are after and to get it, or at least to bring back an intelligent answer. In employing these it has also been found that they are able to carry more and that they may be depended upon to use their own judgment, which they are frequently called upon to exercise, and which very few boys are capable of. Another objection to the employment of boys is that as soon as one is trained and becomes really useful he is apt to become tired of his job or has found something else more to his liking, and the order-clerk has the task of going over his work again in training the next raw recruit that may offer his services. Efficient work can hardly be expected from such material, and in consequence the order-clerk is very often behind with his orders. How often must he not hear his list-boy bring the exasperating report, "Ain't got it!" "What did they say about it?" "Didn't say nawthin'." "Why didn't you ask?" "Forgot it." And so to the end of the chapter. If it is insisted that a report be written against each order, very likely the boy, smoking a cigarette in some cool retreat, will be able to evolve from his inner consciousness a more or less satisfactory and relevant report. Then, too, list-boys entertain a peculiarly fraternal feeling towards one another, and what one has not learned in the slighting of his work some past master in the art will quickly teach him.

If the order-clerk must put up with boys' help the best system of making up his orders will be to enter the books wanted in a well-bound blank-book under the names of such houses as he may think keep them. Nearly every house makes a specialty of one or more lines, as religious, medical, law, school-books, etc. Let him divide his corps, so that some shall go down-town while the rest may cover other sections of the city. This will insure despatch and allow the boys to cover the most ground possible. It is a good plan to keep the same boys on one route, because in so doing they become better acquainted with the houses and the men whom it is desirable to consult as to the books wanted.

The order-clerk must make it a rule to request the firms with whom he deals to refuse to supply any one not presenting the regular order-book of his house. The name of his firm and the number should be indelibly stamped upon the cover of the book, and printed in some conspicuous place on the inside. This will help to prevent fraud on the part of the evil disposed, and make it almost impossible for them to obtain goods without the book or written order, as most houses now refuse to deliver books to persons unknown to them without such credentials. The order clerk must also insist that the messengers bring bills with the goods and deliver them to him before going out on another errand. Negligence in this respect will cause the order-clerk much annoyance when charging up the goods.

Books returned by the order-clerk for any reason should always be charged back and a bill sent with them; not returned to be credited to his firm. Goods received on consignment should be marked so under the price of the book by some cipher agreed upon and understood by the salesman. All bills for such books should be distinctly marked *on sale* before they are sent to the counting-house

The order clerk must mark in plain figures the selling price of the book in each and every copy that goes into stock. Under this he should place in cipher the cost mark. This system is invaluable as a guide to the salesman when the question arises whether it is practicable to allow his customer a discount, as well as a necessity in taking account of stock.

The order-clerk should make it a rule to report to customers at the earliest possible moment why missing books cannot be furnished,

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and, if possible, when they may be expected. Neglect in this respect may result in unpleasantness and sometimes in the loss of a good customer. These reports need not necessarily be elaborate; the simple statement that the publishers are out of the book at present but that a new issue may be expected in a week, or that it must be sent for out of town and may be expected within a day or two; or, that it is out of print altogether, must be advertised for, and reports expected in a week or two, will ease the customer's mind, and let him feel that his interests are not neglected. The more prompt the order-clerk is in such matters, the better he will succeed and the happier will be his lot.

Above all, the order clerk must be systematic in his work. He must have a place for everything and must be punctilious in seeing that everything is kept in its place. His checked-off bills must be in one place, his unchecked ones in another; his order-slips here, his billheads there, and his works of reference in the same place all the time. Should any one in the store have occasion to use the latter, he should insist firmly upon their being restored as soon as possible to the place from which they have been taken. This will at first cause a little extra work, and may possibly win for him the nickname of "old maid," but in the end it will save him no end of time and worry and greatly facilitate his work. Indeed, without such order and routine he would in a short time become utterly helpless and unfit for his place. When the books are delivered to his department the order-clerk should at once pick out those that are for stock and those that are to fill his orders. The former are to be carefully marked, and if firm labels are used, he should see that these are properly affixed to each volume by one of his assistants. Book advertisements and the latest hand lists issued by his firm should also be inserted in all books before they are allowed to go into stock.

The order-clerk, it seems hardly necessary to point out, should fill his orders with the greatest care. Let him make certain beyond a doubt that the books he is about to send out are the identical ones called for. He must be cautious and methodical in this matter, because a wrong book sent out means extra expense, and, worse still, a displeased, perhaps an exasperated customer. Especially must he make certain to charge every book sent out on orders at the time he despatches them. To trust to memory and do it later is apt to prove unsatisfactory, no matter how good his memory may be. Carelessness in this particular is dangerous not only because it is costly, but principally because it is apt to destroy confidence. Besides bad habits, if not corrected in time, are apt to grow and place a man in the predicament of the dog that worries sheep. The dog usually is buried. A man who cannot be relied on, no matter how honest he may be, may just as well be buried also.

Care must be taken in making out shipping directions. These can never be too explicit, and should be written out in a bold, clear hand, so that the shipping-clerk may readily understand what is expected of him. The order clerk should compare his slip with his order before letting the books go out of his hands; the chances are that he may detect and be able to correct an error. But whether he does or does not discover an error, such a procedure is safe and tends to make the mind easy.

At the close of each day the order-clerk should go over his messengers' route-books, note the reports and, as previously indicated, transfer them to his order-book. The books he has been unable to obtain he must try for in other directions, though it will not be amiss to repeat an inquiry at the same house. It often happens that the second inquiry may be presented to another salesman at that house who may be better posted on the stock, or the person who was first approached may in the mean time have traced the book wanted. As a last resort he may write for information to such houses as he may think likely to be able to help him out. When called upon for a similar service let him answer the queries put to him as fully and promptly as possible. The public and lending libraries also should not be overlooked as possible sources of information, as they buy to read and not to sell, and many odd books find their way to their shelves. Indeed, it would not be a bad idea to try to make a personal friend of the librarian—the relationship might prove mutually serviceable.

Back orders should be looked up as often as time allows. Let the balance-book make the round of the salesmen with the request to give any information that they may be able. The hope of "finding a book on the order-clerk" may give them zest for the hunt.

Orders received by mail should undergo the same process as those received in the store. The order-clerk should insist that all mail orders turned over to his department be properly marked with directions for charging—that is, whether the goods are to be charged or sent C. O. D., or, in the case of parties out of town, whether a remittance is to be asked for in advance. Letters relating to such orders—as, in fact, everything relating to this department—should be carefully endorsed and filed so that they may be easily accessible. Long experience has taught us that what at the time appeared a

most insignificant and worthless scrap of paper, proved, weeks or months after, the most important witness in a dispute over an alleged wrongly-filled order. Hence the need of warning in respect to the necessity of filing *every* scrap of paper relating to the order department, at least until there can no longer be any doubt as to the correct delivery of the order, *i.e.*, when the account has been paid.

Finally, we would caution the order-clerk to keep cool under all circumstances. He must eliminate, as far as possible, all "temper" from his system, and study to maintain perfect self-control. Especially will it help him to learn to hear only what is necessary to carry on his work; uncomplimentary, aggravating or ill-natured remarks are better not heard at all than replied to, however cleverly this may be done. The man who is unable to subject himself to such discipline will find that his incumbency of the office of order-clerk will be about as disagreeable as it will be short.

## DELIVERY AND SHIPPING DEPARTMENT.

THIS department, if not a part of the Order Department, should work in conjunction and within easy reach of it, and receive from the order-clerk all books for shipment or for delivery. The order slips and shipping directions used should be of uniform size, with the items printed, or clearly and distinctly written upon them. As a combination shipping and order blank the following may serve as a fair sample:

FILE HERE.

ORDER SLIP Dated *Oct. 23.* 1892.

*** To be filled out plainly, giving ALL the information in regard to the item ordered. Enter ONLY ONE title on each line.

Title *How the Other Half Lives.* Author *Riis.*

Publisher and Date *Scribner* Time Promised *by Saturday this week.*
When promised at a special time, indicate the *hour*, or the *day* of *month*.

Payment *Charge.* $ *1* cts. *25* Order taken by *A. Lawrence.*
(e. g. Paid, Collect, Charge or Refer.) Always indicate the *amount*, if possible.

For *Hon. Wm. P. Letchworth.*

Address *Portageville, N. Y.*

Ordered from *Scribner—direct.*

How to be sent *by mail.* Received *Oct. 26.* Delivered *R. W.*
Specify if to go with other goods.

[* This slip, in actual use, is 5×7¼ inches in size, allowing therefore more space for the matter to be filled in, in writing, than appears in the sample as printed here.—A. G.]

These slips should be carefully compared with the goods to be sent out, to make certain that the books or whatever the articles may be are the right ones, and that the prices agree. When the slips have served their purpose they should be carefully filed and preserved for future reference, so that in case of the miscarriage of the package, or delay, or any other untoward happening, the error may be traced at once to the person in fault. By this means the shipping clerk may become an important factor in the business, and act as a check upon all goods that leave the house. The shipping-clerk must not permit the forwarding of a single article until the slip accompanying it is correctly filled out, whether he receive it from the order clerk, salesman, or any one else authorized to communicate with his department. If any delay is caused through negligence in such matters the one causing it should be made responsible—the shipping-clerk should not be expected to use his own judgment in the matter nor to take the risk of sending out goods for which he has imperfect

or incomplete directions. We do not mean that the shipping-clerk should be a martinet and a red-tape fiend, but simply that he should take proper precaution to have a warrant for everything that leaves his hands. Among other things the shipping-clerk should see to it that the slips are properly stamped "paid," "C. O. D." or "charged." It is a good plan to have the charge-clerk send with the goods to the shipping-clerk a slip peculiar to his department stating that the goods have been actually charged, or else, use a peculiar stamp for the regular order and shipping slip, otherwise an opportunity for fraud may be given to the evil-disposed. Of course the paid slip is so stamped by the cashier, and in the case of goods sent "C. O. D." the money for them must come back.

The shipping-clerk should keep a General Delivery Book in which to record every transaction that occurs in his department, so that it may serve as proof, in addition to his slips, of the exact history of every package handled by him from the time he received it until it was finally disposed of. Every entry should be made at once so that every step may be verified and accounted for. This book may be of any size required, of good paper and durably bound, and ruled somewhat as below:

| Date. | Name and Address. | Received by |
|---|---|---|
| *Sept.* 25/92. | *Jones, Wm., 4 Av. K, N. Y.* | *Susan Kane.* |

The shipping-clerk should write the names and addresses and so arrange the list and bundles that they will be in the order in which he desires them to be delivered. Every package delivered should be signed for by the party receiving it. If this be refused the messenger should refuse to leave it, excepting at hotels which generally do not give receipts for packages left in their care. Guests at hotels must therefore be informed that goods will be delivered in their absence at their own risk. Goods not delivered must be brought back by the messenger, and the receipt for them acknowledged in his delivery book by the shipping-clerk. Shelves or a bin should be provided for the packages not delivered, so that they may be kept apart from the other goods until it can be decided what disposition is to be made of them. "C. O. D." goods

| Date. | Name. | Residence. | Paid. | Charged. | C. O. D. |
|---|---|---|---|---|---|
| 1892. *Sept.* 25. | *Jones, Wm.* | 4 *Av. K, N. Y.* | | | *C. O. D.* |

| By Whom Sent. | Hour Sent. | Name of Messenger. | Messenger's Report. |
|---|---|---|---|
| *Order Dep't.* | 12 *A.M.* | [Written by messenger himself.] *John Adams.* | [Written by messenger himself.] *Party out of town. Would not accept C. O. D. Will call and see about it. Wrong address. Goods refused, etc.* |

| The books are | Goods Received in Stock. | C. O. D. received. | C. O. D. not accepted. |
|---|---|---|---|
| *Lay by for party to call* 9/30/92. *Returned to Stock* 9/30/92. | *Order Dep't* 9/30/92. | *Rec'd* $10.50. *Sent to B. Lynx, Counting House.* | [Goods receipted for in return by Order-Clerk.] *Wm. Boggs.* |

The messengers should be provided with everything necessary for the proper and safe delivery of goods, which should invariably be carefully and neatly wrapped up and plainly marked—in fact the address should always be written in large hand upon a printed label bearing the address of the firm. The outfit of a messenger should consist of a stout strap, a square of rubber cloth, a wallet and a delivery book. It is not unusual to require the messenger to deposit a sum equal to the value of his outfit to repay for the loss of any part of it, which amount is refunded in case he leaves or is dismissed. The messenger's delivery book is generally oblong, about 4½ x 9 inches, and ruled as below:

should never be left at the house of the purchaser unless paid for. The messenger is to be instructed not to hand in the goods, but to keep them in his possession and send in the unreceipted bill which accompanies the package. Upon receipt of the money he may sign the bill,

and deliver the goods—but not before. The messenger should have no discretion in the matter. "C. O. D." means cash on delivery and can leave no room for doubt. If the party ordering the goods is not in, or has not left the money, or should wish to have the goods left on some pretext, without paying for them then and there, the messenger must politely but firmly insist upon taking his package back to the store and leave his employers to settle with the customer. At any rate *he* must not "think" for them unless specially instructed in the matter.

Books sent by mail should be duly recorded in a special book with an alphabetical index, giving the date when sent, and other particulars necessary for tracing the package in case of loss, or for other reasons. Books sent by express or otherwise should be recorded in a special express book also with an alphabetical index, and with headings as the following for instance:

| Date. | Name and address. | Express receipt. |
|---|---|---|
| 9/30 92. | *Parker, J., Trenton, N. J.* | *Adams Express Williams.* |

Some prefer to keep only the receipt books supplied by the express companies. This is an inconvenient method when it becomes necessary to trace a package, while the method suggested renders such a course comparatively easy and secures as valid a receipt as that given in the company's books.

The suggestions offered above may, at first sight, seem to call for an undue amount of clerical work; but that will be found in actual experience to be only seemingly so. On the other hand it will be found, especially in houses doing a large business, in which it becomes necessary almost daily to give an account of from one to a dozen packages, that the slight amount of extra work in keeping a detailed record of everything that passes through the shipping clerk's hands will, in an emergency, save him hours of time and no end of worry. But even in a small business the system outlined will give equal satisfaction when the proprietor or person in charge can convince a customer step by step, that so far as he was concerned his work was done as well and carefully as was possible. To accomplish this would in itself justify twice the amount of detail outlined in this series.

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# Descriptive List of the Bibliographical Publications issued by the Office of "The Publishers' Weekly."

NEW YORK:
28 ELM STREET (NEAR DUANE).
BOX 943.

# *The Publishers' Weekly.*

*THE AMERICAN BOOK TRADE JOURNAL.*

FOUNDED BY F. LEYPOLDT.

THE PUBLISHERS' WEEKLY, established in 1872, with which was incorporated the *American Literary Gazette and Publishers' Circular* (established in 1852), by purchase from Mr. George W. Childs, is recognized as the independent representative of the publishing and bookselling interests in the United States.

The central feature of the paper, that makes it an indispensable aid to the book trade, to libraries and to literary people, is its *Bibliographical Department*. Every possible facility of reference is afforded by a combination of methods which records the books, by the week, the month, the season and the year, under the author, the publisher, the title, the subject and the class. It is acknowledged that no other journal, at home or abroad, supplies as practical and satisfactory a record of the publications of its country.

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## *Other Bibliographical Publications.*

**A Catalogue of U. S. Government Publications.** July 1, 1884, to June 30, 1890. Compiled under the editorial direction of R. R. BOWKER by J. H. HICKCOX. 32 pp., 4to, pap., $1.00.

A reprint of Appendix of the "American Catalogue," 1884–90, continuing list in "American Catalogue," 1876–84, which in turn continued Ben. Perley Poore's "Descriptive Catalogue of the Government Publications of the U. S." With the three Catalogues one may have an almost unbroken record of the U. S. Government Publications from September 5, 1774, to June 30, 1890. Invaluable as a reference-list to librarians and booksellers.

**The English Catalogue** [Annual], containing a complete list of all the books published in Great Britain and Ireland in the calendar year, with index to subjects. A continuation of the London and British Catalogues. [London: Sampson Low, Marston & Co.] 1890 volume, 8vo, paper, *net*, $1.50.

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